BROADCASTING

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THE NEWS MAGAZINE OF THE FIFTH ESTATE

THE JOHN CRERAR
MAR 25 1933
LIBRARY

NBC ARTISTS SERVICE
GEORGE ENGLES · MANAGING DIRECTOR

* * * * * *

An organization whose extensive facilities permit it to offer a more brilliant array of representative artists than any other agency of its kind. These are available, not only to Broadcast Advertisers in particular, but for every form of public entertainment or private function, including lectures, concerts, recitals, conventions, dances, banquets, stage productions, motion pictures and phonograph recording. Inquiries receive immediate attention.

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- Minnesota Milk Company
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- Northwestern Fuel Co.
- Pioneer Maple Products Co.
- Anderson Motors (Pontiac)
- Holt Motors (Chrysler)
- N. W. Bancorporation
- Ford Coal & Coke Co.
- Northern Hupmobile Co.
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- Packard Shoes
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- Minnesota Bldg. & Loan
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PROGRAM POPULARITY INSURES AUDIENCE PREFERENCE

- Baron Munchausen
- Eddie Cantor
- Ed Wynn
- Rubinoff
- Lawrence Tibbett
- Walter Damrosch
- Father Coughlin
- Seth Parker
- Jessica Dragonette
- Metropolitan Opera
- Amos 'n' Andy
- Paul Whiteman
- Ben Bernie
- Wayne King
- Major Bowes
- Donald Novis
- Rudy Vallee
- Eddie & Ralph
- Richard Crooks
- Cecil & Sally
- Chandu
- Roxy
- Tarzan
- Al Jolson
- Lanny Ross
- Black & Blue
- Orphan Annie
- Cab Calloway
- Carveth Wells
- Ford Play Gypsies
- Sinclair Minstrels
- Sherlock Holmes
- Vincent Lopez
- Borah Minnevitch
- Georgie Price
- George Olson
- Ethel Shutta
- Gladys Rice
- Clara Lu 'n' Em
- The Revelers

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9TH U.S. RETAIL

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KSTP
ST. PAUL

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Mohawk 4-4999

Executive Office
Hotel St. Paul
Cedar 4400

It's coming!

A NEW PROGRAM

ALREADY HERALDED AS ONE OF THE OUTSTANDING RADIO SUCCESSES OF 1933!

JASPER DE VOID: "I'se Mistuh Hanvey's insistence. Yassuh. I'se a full-fledged defective."
QUINTUS JONES: "You tryin' to incinerate you help Mistuh Hanvey? Shuh! Ev'ytime you open yo' mouf, nothin' comes out."

- **THE TOWNSEND MURDER MYSTERY** . . . a new type of radio drama, thrilling but not blood-curdling, with suspense but no gruesomeness, plus that genuine negro humor created by the man who has put certain residents of "Bummingham" among the favorite characters of fiction . . . . .

- **OCTAVUS ROY COHEN** . . . famous author of short stories, novels and plays, who now makes his radio debut by writing this mystery especially for presentation over the air by a. . . . .

- **BROADWAY AND HOLLYWOOD CAST** . . . featuring Thurston Hall, the famed actor, in the role of Jim Hanvey, "the laziest and best detective in the world"; John Hamilton, stage and screen star, as Police Chief Al Shepard; the leading negro actors, Frank Wilson, who won fame as "Porgy," and Ernest Whitman, who played the inmate of Cell 13 in The Last Mile, as Jasper DeVoid and Quintus Jones; and other stellar performers such as Charles Slattery, Jonathan Hole, Cecil Secrest, Blaine Templeton, Joyce Meredith and Lois Campbell; all directed by the well-known Frank McCormack, who will bring his cast before the microphone . . . . .

- **FEBRUARY 14TH** . . . when the first episode will be presented over more than thirty stations from coast to coast, and continuing every Tuesday, Thursday and Saturday for eighteen weeks, during which time the whole country will be asking "Who killed John Prosser?"—the question that will keep hundreds of thousands of sets tuned to those stations featuring The Townsend Murder Mystery, a new program already heralded as one of the outstanding radio successes of 1933 . . . a new program presented by . . . . .

- **Westinghouse**

T 79456

W-G-N ENTERTAINS MORE CHILDREN
Than Any Other Station in the World

Between the hours of 5:00 and 6:30 P.M., Station WGN presents a carnival of children's programs, which, in variety, in suspense, in educational value, in humor, in fantasy, in wholesome entertainment and in acceptance by all ages of juveniles, cannot be equalled anywhere else.

5:00 P.M. ● "THE DEVIL BIRD." Dramatizations of exploring tales for young folks. Adapted from stories by Bob Becker, Outdoors Editor of the Chicago Tribune . . . Written and produced by WGN . . . Broadcast over a Columbia network of stations . . . Sponsored by Horlick's Malted Milk Corp.

5:30 P.M. ● "THE SINGING LADY." Songs and tales for little tots, produced by WGN and shot from Chicago over an NBC network of 13 stations . . . Sponsored by the W. K. Kellogg Company.

5:45 P.M. ● "LITTLE ORPHAN ANNIE." Serial dramatization of the characters in the famous newspaper comic strip . . . Written and produced by WGN and shot over an NBC network of 40 stations. Also employing separate dramatic cast for West Coast Chain . . . Sponsored by Ovaltine.

6:00 P.M. ● "UNCLE QUIN AND DAVY DREAMER AND WISHBONE." Make-believe dramatizations with juvenile cast . . . Scenes laid in all parts of the world and all chapters of history . . . Written and produced by WGN . . . Sponsored by Listerine Tooth Paste.

6:15 P.M. ● "THE SECRET THREE." Boy detective stories cast and produced by WGN. Also recorded from WGN for spot broadcasting on 15 other stations . . . Sponsored by the Three Minute Cereal Company.

Sunday, 11:45 A.M. ● "UNCLE QUIN" RYAN originated one of radio's most popular juvenile features in the summer of 1924, when he took the air to broadcast the Sunday "funnies" from the Chicago Tribune . . . Every Sunday morning since then countless children have sat for a whole hour engrossed with the cheery explanations of the antics of "Andy Gump," "Moon Mullins," "Uncle Walt and Skeezix," "Little Orphan Annie," "Harold Teen," "Dick Tracy" and all the others . . . Thousands of parents have written to tell of their gratitude in being relieved of that ancient Sabbath chore.

Six more programs that are smashing successes from the station that gave the world Correll and Gosden (Amos 'n' Andy); Clara, Lu 'n' Em, Floyd Gibbons, East and Dumke (Sisters of the Skillet). WGN is building tomorrow's great programs for you today.

THE CHICAGO TRIBUNE STATION ON THE DRAKE HOTEL

416.4 METERS—720 KILOCYCLES

NATIONAL PRESTIGE . . . . . . SUPERIOR PROGRAMS . . . . . . 25,000 WATTS POWER . . . . . . CLEAR CHANNEL . . . . . . INTENSIVE ZONE 7 COVERAGE

XUM

BROADCASTING

The NEWS MAGAZINE of THE FIFTH ESTATE

VOL. 4, NO. 3 WASHINGTON, D. C. FEBRUARY 1, 1933 $3.00 PER YEAR—15c A COPY

Newton Baker Retained as NAB Counsel

By SOL TAISHOFF

ASCAP Offers to Reopen Copyright Case, Minus Schuette, With Royalty Shift to Advertisers Indicated As Purpose

FULFILLING the mandate of the NAB at its November convention in St. Louis to engage a man of commanding stature to represent it in its fights against oppressive demands, the NAB has retained Newton D. Baker, noted Cleveland attorney and Secretary of War during the Wilson administration, as counsel in the copyright fight.

Announced Jan. 24 by A. J. McCosker, NAB president and director of WOR, Newark, Mr. Baker's appointment came almost coincident with other momentous happenings on the copyright front. E. C. Mills, general manager of the American Society of Composers, Authors & Publishers, in a letter to the NAB dated Jan. 18, offered to reopen negotiations for revision of the present contract which the NAB avers was accepted "under duress". At the same time, however, he declared ASCAP under no circumstances would deal with Oswald F. Schuette, NAB copyright director, who has been conducting a vigorous campaign against ASCAP in behalf of the industry.

Simultaneously, announcement was made that the NAB board of directors will hold a meeting in Washington Feb. 20 during which the copyright situation will be thoroughly discussed. When Mr. McCosker issued the call, it was indicated that Mr. Baker would be on hand to discuss the copyright matter.

Broadens Copyright Fight

MR. BAKER'S appointment gives the copyright controversy a new national aspect. Negotiations last year, at times tinged with acrimony, were largely confined to the two industries, and finally resulted in the broadcasters capitulating to the ASCAP demands for a revised "sustaining" license of a flat sum based on station classification, plus 3 per cent of the station's gross receipts for the first year, 4 per cent for the second and 5 per cent for the third. This scale, it has been estimated, would increase by between 300 to 500 per cent the $960,000 ASCAP obtained in royalties from stations last year on a flat-fee scale.

NEWTON D. BAKER

Mr. McCosker's announcement of Mr. Baker's appointment was immediately followed by a brief statement by Mr. Baker confirming it. Mr. Baker was in Washington at the time trying a court case.

In his announcement Mr. McCosker said that he had retained Mr. Baker as counsel "to act for the broadcasting industry in matters arising out of the recent license agreement with the American Society of Composers, Authors & Publishers". He added that "Mr. Baker for the last month has been studying the agreement and its effect on the broadcasting industry".

Important Law Firm

MR. BAKER'S statement said:

"I have been retained by the National Association of Broadcasters, through A. J. McCosker and its board of directors, to represent the association in conference or in litigation as may be necessary, in matters arising out of the new form of license agreement issued by the American Society of Composers, Authors and Publishers to the members of the broadcasting association.

"The matters at issue between the Society and the broadcasters are the validity and fairness of the terms proposed for the broadcasting of copyrighted music publications."

The former Secretary of War, who also ranks high in the Democratic party, is the senior member of the Cleveland law firm of Baker, Hostetler, Sidlo and Patterson, Union Trust Bldg. This firm numbes among its clients many important newspapers of the Middlewest and the Scripps-Howard Newspaper Alliance. The CLEVELAND PLAIN-DEALER, which owns controlling interests in WHK, Cleveland, and WAIU, Columbus, also is a client. Joseph C. Hostetler, of the firm, will be directly associated with Mr. Baker in handling the copyright case.

Schuette to Cooperate

JUST WHAT course will be taken by Mr. Baker is not yet known. Along with Mr. Hostetler, he has conferred with Mr. McCosker and Isaac D. Levy (WCAU, Philadelphia) about the case. Mr. Hostetler also has conferred with Mr. Schuette and Philip G. Loucks, NAB managing director.

It is presumed, however, that the firm at once will familiarize itself with the current investigations into ASCAP along anti-trust lines being made by the Department of Justice and the Federal Trade Commission. as part of its general preliminary inquiry. In his statement, Mr. Baker merely alludes to representation of NAB "in conference or in litigation", either of which may be decided upon as the ultimate course.

Mr. Schuette, who was clothed with broad discretionary powers on copyright at the November convention of the NAB, unquestionably will coordinate his activity with that decided upon by Mr. Baker and his associates. In that regard, particular emphasis is laid on the proposal, approved at the NAB convention, for the creation of a wholly-owned radio music subsidiary which would collect and arrange its own reservoir of music and release the industry from its dependence upon ASCAP.

Confessed Failure Seen

MR. MILLS' letter to the NAB and to all stations was accepted as a confession on the part of

(*Continued on page 28*)

New Third Net Embraces Old Plans

Ed Wynn Heads Enterprise Slated to Start Feb. 15; Stations Would Get Half Card Rates, Share Profits

PLANS for a "third network", apparently embracing a combination of similar, but less ambitious projects which have been started or rumored in the last two years, are going forward with Ed Wynn, Broadway comedian, as the titular head, and with the reported financial backing of five unnamed "Detroit millionaires". Involved in the current project are the plans of the Whetstone group in the east, of the Kunsky-Trendle (WXYZ) group in the middlewest, of Wynn's Amalgated Broadcasting System, Inc., and, possibly, of the embryonic plans of WMCA, New York, for a third chain. The network expects to begin operations on the east coast Feb. 15.

Detailed information on the undertaking has been procured by Broadcasting. The bulk of it was contained in a letter, dated Jan. 14, written by George W. Trendle, part owner of WXYZ, to a number of stations which he had contacted originally regarding a midwestern network. WXYZ was formerly the Detroit outlet of CBS, but has been operating independently since last June, when CBS switched to CKOK, Detroit-Windsor.

First Step Taken

IN A FORMAL announcement on Jan. 24, Mr. Trendle disclosed the formation of an All-Michigan Network, to begin operation Jan. 31. This is regarded as the first step in the formation of the "midwestern" group which presumably would become a segment of the "third chain". With WXYZ as the key, this network embodies WOOD-WASH, Grand Rapids, also owned by Kunsky-Trendle; WIBM, Jackson; WELL, Battle Creek; WKZO, Kalamazoo, and WFDF, Flint.

The announcement pointed out that the stations are individually owned and that the venture is the fruition of plans which Kunsky-Trèndle has had since it invaded radio three years ago and after it sold the Kunsky theatres in Detroit in 1929 to Publix Theatres for about $7,000,000.

Novel Trade Arrangements

PLANS for the network propose an entirely new arrangement for business dealings and alignments with client stations. Mr. Wynn would head the parent company, bearing the name "Amalgamated Broadcasting System, Inc." Other sectional groups would be individually incorporated, but would tie into the nation-wide chain.

Although the five Detroit millionaires are not named, Mr. Trendle declared they would be able to help materially in securing sponsored programs for the network, "as they are very close to the Ford Motor Co., Burroughs Adding Machine Co., Briggs Body Co., Kelvinator Co., and Frederick Stearns Co., all of whom have expressed themselves as being ready to go on the air when this network functions properly."

Already signed up in the Wynn group, according to Mr. Trendle's letter, is the "Atlantic Coast Network", consisting of WPEN, Philadelphia; WOAX, Trenton; WDEL, Wilmington, Del.; WCBM, Baltimore, and WMAL, Washington, all of which are low-power regional or local outlets. WMAL, however, has since been leased to NBC as its Blue outlet in Washington, effective Feb. 1. The only other available outlet in Washington is WOL.

WMCA May be Key

MR. TRENDLE said the organization had two outlets to pick from in New York, but that neither has very high power. One, it is believed, is WMCA, operated by the Knickerbocker Broadcasting Co., since Donald Flamm, president, is known to have discussed with Mr. Trendle and other station executives some time ago the possibility of launching a new network enterprise of which WMCA would be the New York key. The other possible outlet might be any of a group of a half dozen local or regional stations in the New York area.

"They feel, and so do I," wrote Mr. Trendle, "that as soon as this network begins operation, there will be many of the chain stations anxious to join it, and I would like to get our five-cornered network of the future (midwestern group) included in it. We could run from Washington to Pittsburgh, then to Cincinnati, thence to Cleveland, thence to Detroit, and Chicago very easily."

Mr. Wynn, according to the plans, will introduce an entirely new feature in the program element of network broadcasting by acting as master of ceremonies practically all evening at chain breaks to keep up listener interest. It was reported that the comedian has associated with him practically every theatrical man of any note, as well as 13 of the foremost story writers of today.

Here is the proposed agreement with affiliated stations, as contained in Mr. Trendle's letter:

> **"1. Each station owner is to bear the cost of line charges and maintenance from the next connecting point to his own station.**
>
> **"2. Each station is to pay a**

(*Continued on page 31*)

Mid-Western Show of Radio-Advertised Products in Kansas City This Spring

Cooperation of Newspapers and Stations is Assured; Broadcast Stars to be Featured Attraction

PLANS have been completed for the first annual Mid-Western Exposition of Radio Advertised Merchandise in Convention Hall, Kansas City, from March 27 to April 1. A handsome brochure explaining the purpose of the exposition has been issued by the Mid-Western Merchandising Exposition, the promoter.

Daily performances are to be staged by outstanding national and local radio performers, and admission charges of 25 cents during the day and 50 cents at night are to be made. All broadcast advertisers in that vicinity are invited to participate as exhibitors and sponsors.

Local Cooperation

THE EXPOSITION has the full support of all Kansas City stations and newspapers, according to its promoters, and railroads and bus lines have agreed to offer excursion rates during the exhibit. Retail merchants have promised to feature radio-advertised products in stores and window displays and in newspaper advertising.

Pointing out that more than $100,000,000 is spent annually for radio-advertised products in the Kansas City area, the promoters predict tremendous audiences as listeners in that vicinity, unlike those in New York and Chicago, seldom have an opportunity to see the radio stars whose voices they know so well.

A 30-piece orchestra has been engaged to furnish music, and the promoters also agree to pay all remote control and line charges incident to originating programs from the exposition hall.

Management Personnel

EXECUTIVES in charge of the exposition are: Tom Burkett, managing director, formerly director of merchandising and research for KMBC; Louis W. Shouse, secretary-manager of Convention Hall; George H. Bowles, publicity director, former assistant city editor of the Kansas City Star and at one time district publicity director for Universal Films; Harold A. Larson, chief engineer, recently construction engineer on police radio stations in Kansas City and Denver.

The advisory directorate comprises: Arthur B. Church, vice president and general manager, KMBC; H. Dean Fitzer, manager, WDAF; Donald Dwight Davis, president, WHB; Vernon H. Smith, manager WREN; Tom McClelland, chief engineer, WDAF; Henry Goldenberg, chief engineer, WHB; John T. Schilling, general manager, WHB; Harry Kaufmann, music and program director, WDAF; Conrad McGrew, music and program director, WREN; Dick Smith, program director, KMBC; Buck Lewis, chief engineer, WREN, and A. R. Moler, chief engineer, KMBC.

Pettey, Likely Selection For Commission, Heads Inaugural Radio Group

Mr. Pettey

HERBERT L. PETTEY, who was radio director of the Democratic national campaign committee, has been named chairman of the committee in charge of radio for the Roosevelt inauguration March 4. He has established headquarters in Washington, where he will work with Rear Admiral Cary T. Grayson (retired), inaugural chairman, and his committee in the Washington Bldg.

A native of Kansas City, Mr. Pettey is mentioned as the probable successor to the Radio Commission post left vacant by the resignation last summer of Maj. Gen. Charles McK. Saltzman, chairman. President Hoover has not seen fit to name a candidate to succeed General Saltzman, and the fact that the party in power is entitled to a majority of the membership makes it a foregone conclusion that the nominee will be a Democrat chosen by President-elect Roosevelt.

Mr. Pettey handled all radio for the Democratic campaign, coming to the committee from RCA Victor Co., where he was in the commercial sales section of the Photophone division. Before that he was with Metro-Goldwyn-Mayer as film distributor in Kansas City. He attended the University of Kansas until 1923 and is 30 years of age.

On the inauguration radio committee headed by Mr. Pettey are Frank M. Russell, NBC; Harry Butcher, CBS; M. A. Leese, WMAL; LeRoy Mark, WOL; Maj. Jos. T. Clement, RCA Victor Co.; Robert E. Heinl, radio editor, Washington Post; James Chinn, radio editor, Washington Star; Don Craig, radio editor, Washington News; Lillian Cutlip, radio editor, Washington Herald; Stanley Bigelow, radio editor, Washington Times; Martin Codel, publisher, Broadcasting and Radio News Bureau correspondent; Sol Taishoff, managing editor, Broadcasting, and correspondent Consolidated Press Association, and T. W. Brahany, Washington.

Inauguration Plans

ELABORATE plans to broadcast the inaugural ceremonies March 4, when President-elect Roosevelt takes office, are being made by the NBC and CBS networks. William Burke Miller and Herbert Glover, directors of news broadcasts for the respective networks, have been in Washington during the last fortnight making arrangements with Admiral Cary Grayson and his staff in charge of the inauguration to cover the event for the radio audience from vantage points along the line of march, at the Capitol and White House, with portable transmitters and from aircraft, including possibly a broadcast from the dirigible Akron.

Phantom Foes of Radio Routed by Facts

By H. L. HODGSON

Vice President in Charge of Radio
N. W. Ayer & Son, Inc.

Challengers of Older Mediums Met With Survey Figures; Over-emphasis of Success Held Greatest Hazard

AS THERE is nothing new under the sun, the rapidly-diminishing challenges of the effectiveness of radio advertising are but revivals of questions formerly hurled at the printed word and other older mediums. Radio has, however, quickly answered skeptics with statistics obtained from first-hand inquiries into station coverage, listening habits and the like, until now its sensational success constitutes its greatest danger, according to this prominent agency executive. Advertisers are apt to expect too much in results from too little in investment.

Mr. Hodgson

RADIO, passing through a period of controversy regarding its adaptability for advertising, has emerged as one of the most responsive and factual mediums in use today.

At first regarded as the adopted child of advertising, it has proved a model student and has developed all the progressive characteristics of its foster parents. Many of the results it has accomplished have set a mark which may be displayed with those of the printed word. Radio has proved it is a blood relation, not just a befriended waif.

For one thing it has a faculty for supplying conclusive answers to attacks which are old foes to advertising. Many of them will be easily recognized by those whose advertising experience is of pre-microphone stock.

Re Personal Opinion

FOR INSTANCE, there is that old enemy of advertising—purely personal opinion. How many times has it sat as a judge of art work, layout, copy and typography? And how many times has its sentence been unfair? Radio is tugging at this pseudo-judge, stripping him of his gowns and pulling him from his bench.

Almost any good art director can measure his height in advertising illustrations which were refused because they were judged, not for their ability to help sell merchandise, but for their unintended appeal to the personal artistic preference of the purchaser. Many an advertisement has been reset because personal preference decreed that only a certain face and size of type should be used. And copy-hours have been spent on discussion of a paragraph, a sentence or even a single word.

But radio has demonstrated that personal opinion or preference carries little weight in determining the proper appeal to a mass audience. Responding to what it likes, disregarding that which is unpopular, the radio audience soon brands personal likes and dislikes as unfair tests.

Measuring Mass Reaction

IT IS possible to measure definitely public reaction to radio advertising. Surveys of programs cover a sufficient number of opinions to be statistically accurate in judging popularity. Graphs of these percentages afford interesting comparisons and, properly analysed, become quite valuable in judging tendencies.

Fan mail is still a big factor. Whether based on contests or unsolicited comment, it acknowledges a listening audience.

Sales results, the final factor, give unalterable proof that mass reactions often vary greatly from individual preference. It has been proved that the sponsor's living room is not a safe laboratory for judging what a "national audience" prefers. The advertiser who says "I don't like that kind of music" can be shown radio facts to prove that opinions differ and his is not always of the majority.

Another Old Foe

AFTER radio advertising outgrew the creeping stage of just announcing sponsorship and started to outline the selling points of the sponsor's product, we heard a great many assertions that no one was listening to radio advertising. Fundamentally, that was another old foe of advertising stepping to the front. This attack represents the supreme negative and has been a running handicap to every step advertising has taken.

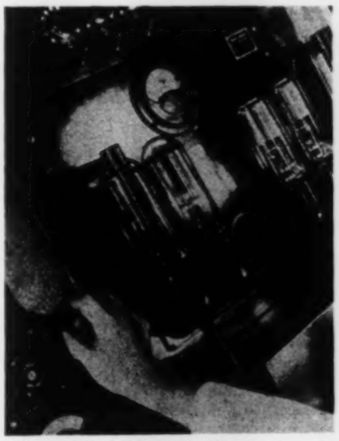
Years ago it was vehemently stated that no one read advertising. Later no one read long copy, no one remembered slogans, no one read certain magazines. Such statements at times and in important places were real hurdles.

The first application of this negative generalization never gained much momentum with radio. Soon after it was said no one listened to radio advertising, a few hundred thousand letters were received responding to statements made in those supposedly dialed-out announcements.

New Sales Promotion

ADVERTISERS now are fast learning that sales promotion on the air can be handled more effectively if announcements are made notable for more than their use of superlative adjectives. Sales effort need in no way be lessened. Radio advertising which adroitly becomes part of the entertainment, messages given by consumers and members of the trade and the carefully prepared appeal to children indicate just a few successful methods used to make the appeal as effective as the entertainment of the program.

When sales results proved that radio advertising was listened to and followed, negative generalization immediately became more cautious but redirected its attack along more restricted fronts. Certain days were poor. Thursday was bad because it was the maid's day off and everyone (again a grand negative) went out for the evening. The vogue for this argument was principally confined to New York and was balanced by opinion from the rest of the country that when the maid went out the family remained at home. The vast important market of comfortable but maidless homes was for the moment overlooked.



IN AYER STUDIO—Part of main control board of N. W. Ayer & Son studio in New York which duplicates in every detail the most modern studios used by radio stations, including turntables for all types of transcriptions.

Many Claims Disproved

WHEN DOUBTS regarding particular days were answered by successful programs, many individual hours were suspected of having a few weak seconds. Six-thirty was too early because no one got home until seven. Saturday evening hours were bad because Saturday was party night. The very variety of the claims disproved them. All could not agree to eliminate Thursday, so some sponsors tried it, not thinking of reasons why it was so poor; and the advertising was successful. Morning hours went begging for a long time. Now it is easy to find advertisers who have successfully reached attentive women shoppers. Facts show that many times these shoppers have responded with purchases at near-by drug, grocery or department stores within a few hours after the broadcast. While afternoon hours are now lagging they will soon have their champions and again facts will prevail.

Contrary to the opinion of many actively using radio, very definite and accurate guides to the proper planning and purchasing of this form of advertising are possible. While the basis for station claims for coverage often vary too much to permit comparable studies, one group of advertisers has had the advantage of definite opinion regarding individual station audiences.

This study gives us the circulation of radio. It has saved advertisers thousands of wasted dollars, made possible more accurate merchandising of radio and has put station selection upon a factual basis. The agency which completed such a survey of audience reactions throughout every county in the country considers radio a major advertising medium, and audience too important to be arbitrarily defined when facts can be secured.

Success as an Obstacle

WHEN MORE users of radio realize the need for such information, a more scientific distribution of radio advertising to the advertiser's logical sales territories will be practiced. At first considered a vague, illusive medium of questionable worth, radio advertising has step bv step met successfully its adversaries.

However, it is not the old time-worn doubts that those in radio have to fear. The greatest hurdle radio advertising has is its own

(*Continued on page 30*)

NBC Gets WMAL On 5-Year Lease

Reported Rental Is $30,000; Added to Blue Network

ACQUISITION by NBC of a five-year lease on WMAL, Washington, effective Feb. 1 or as soon thereafter as the Radio Commission approves, is announced by Frank M. Russell, NBC Washington vice president, and M. A. Leese, owner of the station. It is understood the lease gives NBC complete control and management of the station in consideration of $30,000 a year payment to Mr. Leese, with option of renewal for another five years.

Mr. Russell immediately announced the intention of NBC to add WMAL to its Blue network. The station was formerly the nation's capital CBS outlet until CBS leased from the Fellowship Forum Publishing Co. and rebuilt WJSV, Alexandria, Va., immediately across the Potomac from Washington.

Features Already Added

WMAL for about a month has been getting the NBC-WJZ network's "Five Star" programs, and on Jan. 16 became the outlet for Pepsodent's "Amos 'n' Andy" sketches, heretofore heard on WRC, a basic Red network station. Other network features will be added on WMAL without awaiting the Commission's authorization, which is to be the subject of a hearing Feb. 15.

The lease contract turns over to NBC the studios of WMAL at 710 Eleventh St., N.W., which will be maintained separately from those of WRC in the National Press Bldg., where Mr. Russell also headquarters. The individual identity of both stations will be maintained, and both will handle local and national spot accounts as formerly.

Mr. Russell announced that Vincent F. Callahan, his assistant, who has also been commercial manager of WRC, and Kenneth H. Berkeley, WRC manager, will take full charge of WMAL. Mr. Leese will continue his relations with the station in an advisory capacity, serving without pay. Milton Baker, WMAL manager, joins the NBC staff, with Herluf Provensen and Carleton Smith, announcers, named assistant managers. The technical and operating staffs will be under A. E. Johnson, NBC division engineer in Washington, with Herbert A. Wadsworth continuing as engineer in charge of WMAL.

Disk Branch Opens

PRODUCTION of electrical transcriptions has begun at the newly established studios and offices of RCA Victor Co., 1016 No. Sycamore Ave., Hollywood. Offices were opened Jan. 15 with G. Harold Porter, for the last seven years RCA vice president at San Francisco, in charge of all west coast activities. Studios also will produce sound-on-film recordings, Victor records of movie song hits and other recordings. W. Arthur Rush is in charge of recordings, assisted by Miss Ruth L. Clark, former KFI music librarian.

Principals in New NBC-WMAL Deal

Mr. Russell

Mr. Callahan

Mr. Berkeley

Mr. Leese

COVERS LEGISLATURE

KSTP Reporter Sits at Press Table of State Body

ROBERT C. EMERY, the first radio representative to sit at the press table of the Minnesota Legislature, gave radio listeners of the northwest first-hand information on the activities of this state body over KSTP, St. Paul, every evening during the month of January. He will continue his daily talks throughout the 1933 session.

Mr. Emery is well qualified in his capacity as interpreter for KSTP. For the last ten years he has specialized in writing political news. During this time he was general political writer for the ST. PAUL DISPATCH and PIONEER PRESS, MINNEAPOLIS TRIBUNE, DULUTH HERALD and DULUTH NEWS TRIBUNE.

During the war, he was special director for the northern division of the American Red Cross. He has also written numerous articles for leading national magazines.

Business News Proves Popular WLW Program

"NOTES in Business" is the title of a new sustaining feature broadcast by WLW, Cincinnati, each Saturday from 7:30 to 8 p.m. More than a score of trade editors have been appointed to act as consultants, and the business news in each program is supplied by J. Ralph Corbett, of J. Ralph Corbett, Inc., merchandising counsel to WLW. An additional advisory committee of prominent economists is shortly to be named.

During the first four weeks of the broadcast, the station received several thousand letters from business executives who expressed keen interest in the program. A dramatic staff of 15 men and women and a symphony orchestra of 30 pieces are used in the feature.

Remote Harmony

CLOSE HARMONY of the Three X Sisters, CBS stars, from three different remote control points featured a 15-minute broadcast over WJSV, Alexandria, Va., Jan. 25. Program was sponsored by a local laundry, one of the girls being stationed in the studio, one in the transmitter house and one in the laundry office. The remote control was handled by Lester Bowman, WJSV chief engineer, and operated perfectly. It is believed to be the first feature of this kind ever heard on the radio.

NBC Clients Averaged More Time Expenditures Last Year Than in 1931

AVERAGE expenditures of NBC clients for radio time during 1932 was $28,000 per advertiser more than in 1931, the NBC statistical department reveals. In 1931 NBC had 231 clients, spending an average of $110,853 or a gross total of $25,607,041. In 1932 the number of clients was 191, but they spent an average of $138,769 or a gross total of $26,504,891.

The 1932 gross total represents an increase of about 4 per cent, and the average expenditure per advertiser an increase of 25 per cent over 1931.

In 1932, the NBC report shows, the ten largest network advertisers spent $9,591,067 for NBC time. Some of them also use other networks and other radio media, but their NBC expenditures alone were as follows:

American Tobacco Co. (Lucky Strike and Cremo)	$1,851,194.
Pepsodent Co. (toothpaste and antiseptic)	$1,735,380.
Standard Brands, Inc. (Chase & Sanborn coffee, Royal Fruit gelatin and Fleischmann's yeast)	$1,731,465.
General Motors Corp. (motor cars and Frigidaires)	$981,596.
Swift & Co. (meats, butter, eggs and Vigoro fertilizer)	$836,767.
Great Atlantic & Pacific Tea Co. (groceries, meats)	$819,124.
General Foods Corp. (Maxwell House coffee, Post Toasties, Diamond Crystal Salt, Certo, Calumet baking powder, Jello, Minute Tapioca and Swansdown Flour)	$773,361.
R. J. Reynolds Tobacco Co. (Prince Albert tobacco)	$432,983.
General Mills, Inc. (Gold Medal Flour)	$368,419.
Wm. Wrigley Jr. Co. (chewing gum)	$60,768.

Favors WFIW Move

REMOVAL of WFIW, Hopkinsville, Ky., into Louisville, so that it can furnish NBC programs to that community in view of the recent switch of WHAS to CBS, was recommended to the Radio Commission Jan. 25 by Chief Examiner Yost. At the same time he recommended against the application of WLAP, Louisville 100-watter, for the 940 kc. channel and 1 kw. assignment now held by WFIW. Counsel for WLAP, Paul M. Segal, announced his intention of filing exceptions to the Yost report before it goes to the Commission for final decision.

Nets' 1932 Incomes Reach $39,106,776

Year's Receipts Exceed 1931, CBS Showing Major Gain

MAINTAINING a fairly steady level of income during December, the two major national networks achieved a record aggregate gross income from time sold amounting to $39,106,776 during 1932, according to National Advertising Records. This compares with $35,791,999 during 1931, $26,615,74 during 1930, $18,729,571 during 1929 and $10,252,497 during 192

The 1932 income returns for NBC and CBS were completed with the December report, which showed NBC's income to be $2,000,454 as compared with $2,596,185 in December, 1931. December income of CBS was $1,005,229 as compared with $1,001,925 in December, 1931. Together, their December incomes totaled $3,005,683 as compared with $3,598,110 in December, 1931. December slumped somewhat under October and November, but the record first five months of 1932 accounted for the year's record in spite of the spring and summer slumps—the worst in several years.

National Advertising Records reveals that NBC's 1932 income from time sales was $26,504,891, as compared with $25,607,041 in 1931, and that CBS's 1932 income from the same source was $12,601,885 as compared with $10,184,958 in 1931.

Outlays by Classes

BY CLASSES of industry, the comparison between 1932 and 1931 network expenditures is stated as follows:

INDUSTRY	1932	1931
Automotive	$1,939,094	$1,313,923
Building Materials	18,296	387,749
Cigars, Cigarettes and Tobaccos	6,245,223	5,371,117
Clothing and Dry Goods	395,144	575,139
Confectionery and Soft Drinks	1,635,096	1,359,919
Drugs and Toilet Goods	8,526,268	6,106,667
Financial and Insurance	1,251,977	1,493,351
Foods and Food Beverages	11,297,227	8,957,021
Garden	60,690	87,380
House Furniture and Furniture	255,672	795,841
Jewelry and Silverware	150,638	113,770
Lubricants and Petroleum Products	2,303,331	1,183,346
Machinery and Mechanical Supplies	657,615	727,041
Office Equipment	35,653	83,522
Paints and Hardware	435,955	727,243
Radio, Phonograph and Musical Instruments	167,757	909,957
Schools, Camps and Corresp. Courses	------	17,237
Shoes, Furnishings, Trunks and Bags	396,151	1,261,430
Soaps and Housekeeper Supplies	1,119,592	1,419,883
Sporting Goods	97,678	269,003
Stationery and Books	750,298	1,359,001
Travel and Hotels	41,551	170,821
Miscellaneous	1,325,870	1,096,938

The New WCAU: A New Standard in Radio

Handsome 8-Story Building Has Ultra-Modern Equipment; Studios With "Live" and "Dead" Ends are Feature

Dr. Leon Levy

WCAU, Philadelphia, celebrated the New Year with the opening of new studios and general offices in the WCAU Building, 1622 Chestnut Street. This new structure sets a new standard in the radio field as it is the first to be especially designed and constructed for broadcasting purposes.

A towering monument to the radio industry, this thoroughly modern building stands in the heart of Philadelphia's business district. A 100-foot glass tower rears above the eight stories of the building, adding to the beauty of the striking blue finish of the structure. This unusual tower is composed of a specially prepared glass, a new stainless steel and bronze. Behind the glass are banks of low voltage mercury vapor lamps, which when lit cast a blue glow into the skyline making it an outstanding landmark visible from a distance of twenty-five miles.

Ultra-Modern Studios

IN ADDITION, the tower serves two other purposes, first as a beacon to guide airplanes, and, secondly, as one of the two supports for the antenna system for the 11 kw. RCA-Victor emergency transmitter which will be used when the giant 50-kw. station at Newton Square fails.

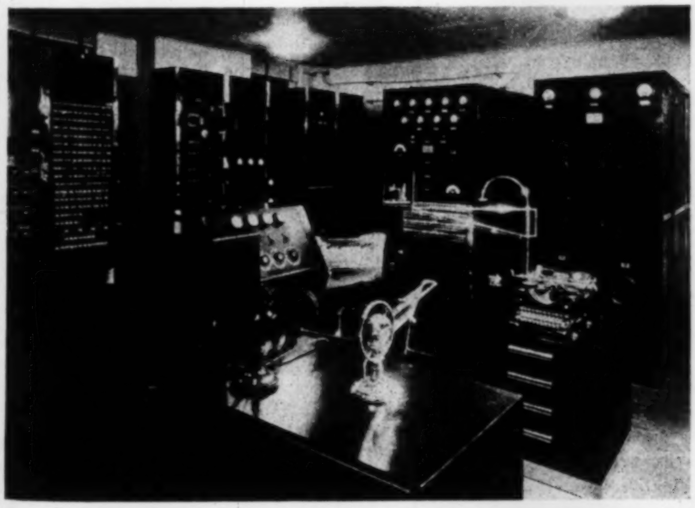
Seven studios, ranging in size from a speaker's studio to one that will hold an orchestra of 100 men have been constructed, and a new acoustic principle of "live" and "dead" ends has been employed. From one-half to two-thirds of each studio, depending entirely on size, is built of sound absorbing material to form the "dead" end. There microphones will be placed to pick up every part of the program which originates in the "live" end of the studio. The walls in the "live" end reflect the sound waves to the microphones in the "dead" end of the room.

The two large studios, "A" and "B", which are 32 feet by 55 feet and 22 feet by 42 feet respectively with 23 foot ceilings, have been especially designed for large orchestras and special feature programs. In these two studios zigzag walls are used for the first time in the United States. Panels on each side of the room constructed in "V" fashion break up the sound wave as it strikes and deflects the sound at various angles, which makes possible a more even distribution of sound and also freedom from interference.

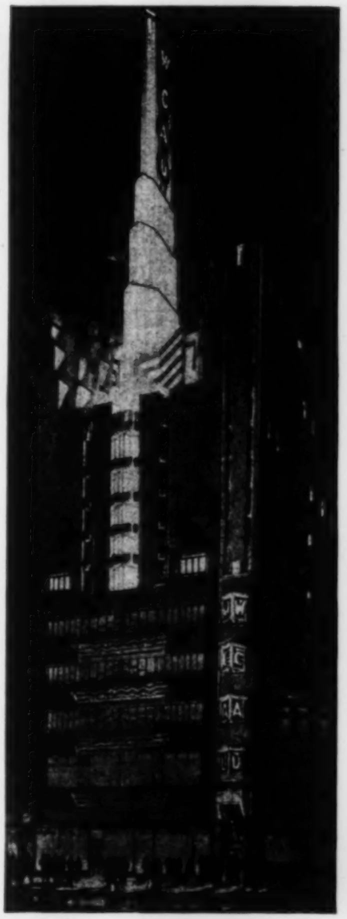
Barring Outside Sounds

IN ORDER to minimize the transmission of extraneous sounds, special walls, floors and ceilings have been constructed. The walls have no direct connections with any of the outer walls, for support or suspension except through intricate insulators which serve to break all sound connections. The floors are known as "floating floors" and are free from contact with other surfaces. There are no outside windows in any of the studios to permit interference from street noises.

Another innovation in these new studios is the perforated metal made from 18 gage automobile body steel, with 32 holes per square inch, as an outer covering or wall for the acoustic treatment. These small perforations permit the sound to seep through and be absorbed or reflected according to the type of construction beneath. Previous to the introduction of this perforated steel it was necessary to place the acoustic treatment on the outside of the walls.



Master Control Room, Emergency Transmitter at Right



WCAU Building at Night

Every studio except one is covered with this new sheet steel, and in this studio a special German fabric has been imported which has been woven according to specifications to permit the sound waves to pass through.

Each studio floor covering was especially designed to harmonize with the different color schemes which prevail. Fourteen colors were employed.

Entrance to Studios

EACH studio is entered through a vestibule, thus decreasing the possibility of any sound entering the studio during a broadcast. A special heavy duty door weighing 600 pounds has been constructed for each studio. These soundproof doors are three inches thick with a lead lining in the core, and a double rubber gasket is attached to the door where it meets the stop. When the door shuts, a drop falls to the floor sealing the bottom and making it soundproof. A special lock and lever handle has been designed which automatically controls the release handle and eliminates any clicking when the door is opened.

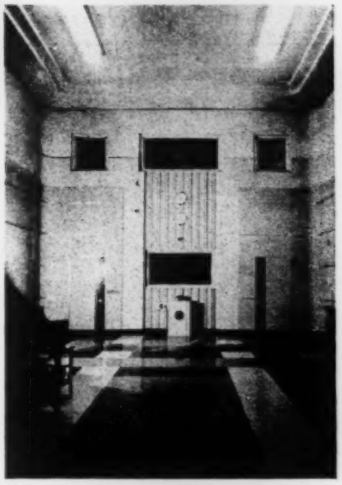
The vestibules and control rooms for each studio have also been acoustically treated to prevent any noise from leaking into the studio.

The individual control rooms were built with the floor level three feet above that of the studios. This gives the operator and production man a full view of the program without moving away from the control panels. The window between the studio and control room is composed of a triple sash, the three panels of the glass being ¼, ⅝ and ⅜ inches thick, respectively, the ⅝ inch thickness being placed between the lighter panels as an added protection against sound waves caused by any vibration. Each section of the sash and glass is separated from the other parts by cork insulation.

Electric Clock System

A TWELVE-hour electric clock and a three-minute electric clock system, operated from the master control room on the seventh floor, have been installed in each studio and control room. These clocks have been so located in the studios that they are visible at all times to the announcer and the orchestra leader. In the control room of each studio they have been installed on the speech-input panel at the eye level of the engineer.

The three-minute clock is automatically turned on at 12, 27, 43 and 57 minutes, this serves as a two fold purpose. It gives a warning to the performers who are preparing for broadcasting that they have exactly three minutes to go before air time and it also warns the announcer and orchestra leader of a program already on the air that they have but three minutes remaining of their scheduled time.



Studio B of WCAU

Each studio has a complete air supply and exhaust system

XUM

that independently maintains the desired temperature and humidity. This system, which utilizes steam as the sole refrigeration medium, serves to cleanse the air at all times, humidify and heat in the winter and dehumidify and cool in the summer. In order to avoid producing a cool, damp atmosphere, the air is reheated in the summer after passing through the dehumidifier so as to produce a warm dry atmosphere.

The average "quiet" air distributing arrangement was found unsuitable for broadcasting studios as it is necessary that any noise be reduced to a level less than that which would register on the microphones. All the air-carrying ducts are insulated on the outside and each duct opening into the studio is equipped with a sound trap.

One of the outstanding features of this new and modern radio structure is the elaborate private laboratory and workshop which has been provided for Dr. Leopold Stokowski, director of the Philadelphia Symphony Orchestra. Dr. Stokowski has become intensely interested in radio broadcasting and has shown great personal interest in methods of improving musical transmission and reception. Here in his new WCAU laboratory he will be able to further his experiments.

Latest Devices Used

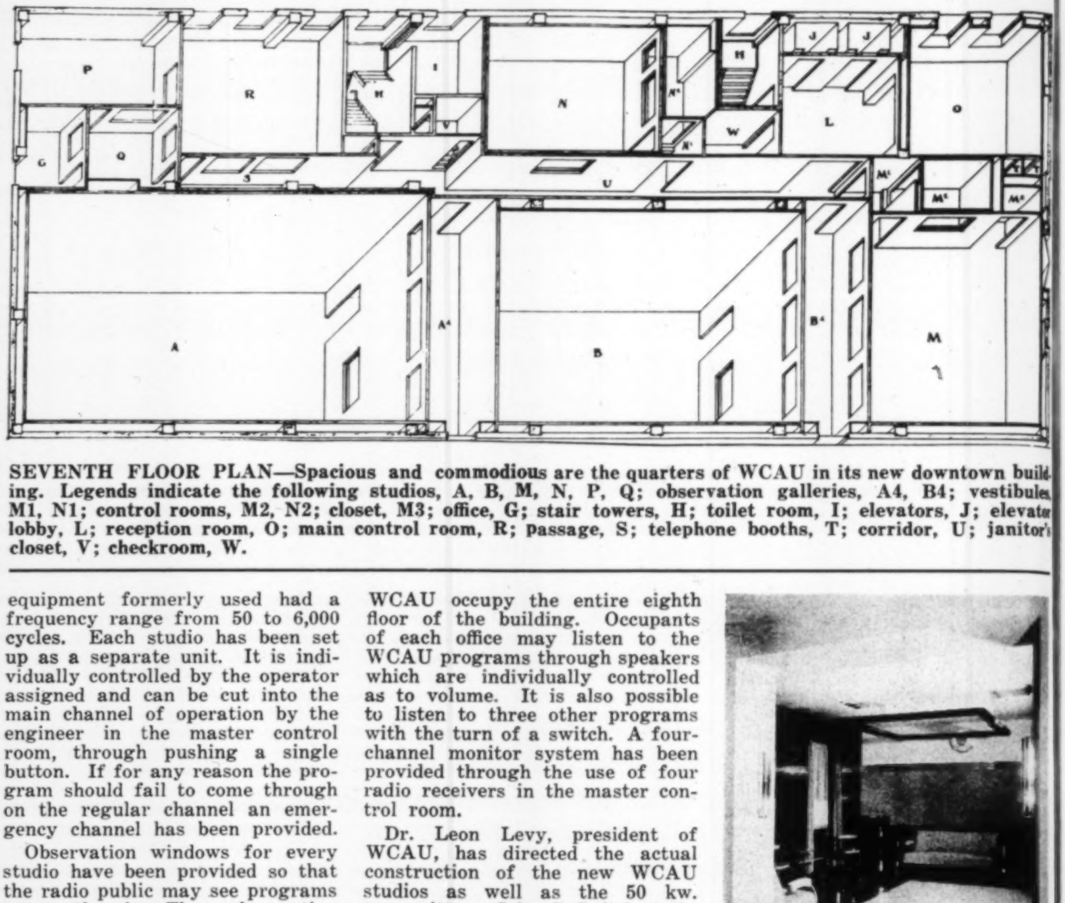
ALL THE LATEST developments in speech-input equipment and microphones, recently released by the RCA-Victor Company, are used for the first time in these new studios. Twenty-two of the new type velocity microphones intended to improve studio pick-up and increase fidelity of reproduction were selected by John G. Leitch, technical supervisor of WCAU.

The new amplifiers, volume indicators and measuring panels will give the speech-input equipment a practically flat frequency range from 30 to 10,000 cycles. The best equipment formerly used had a frequency range from 50 to 6,000 cycles. Each studio has been set up as a separate unit. It is individually controlled by the operator assigned and can be cut into the main channel of operation by the engineer in the master control room, through pushing a single button. If for any reason the program should fail to come through on the regular channel an emergency channel has been provided.

Observation windows for every studio have been provided so that the radio public may see programs put on the air. These observation windows are located on the seventh floor along with the main reception room. This makes it possible for visitors to come and go as they please without coming into direct contact with the artists on the program.

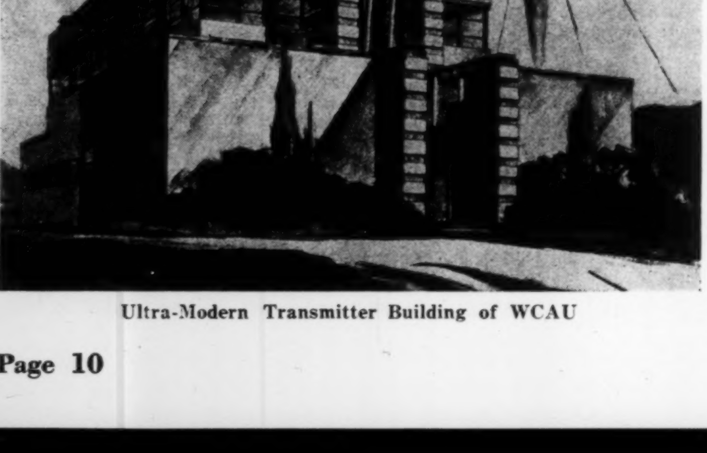
The general business offices of WCAU occupy the entire eighth floor of the building. Occupants of each office may listen to the WCAU programs through speakers which are individually controlled as to volume. It is also possible to listen to three other programs with the turn of a switch. A four-channel monitor system has been provided through the use of four radio receivers in the master control room.

Dr. Leon Levy, president of WCAU, has directed the actual construction of the new WCAU studios as well as the 50 kw. transmitter. John G. Leitch, technical supervisor of WCAU, has been in charge of the engineering work, and Robert Heller, of New York, was the architect who designed the interior and the decorations.



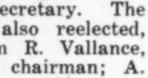
SEVENTH FLOOR PLAN—Spacious and commodious are the quarters of WCAU in its new downtown building. Legends indicate the following studios, A, B, M, N, P, Q; observation galleries, A4, B4; vestibules, M1, N1; control rooms, M2, N2; closet, M3; office, G; stair towers, H; toilet room, I; elevators, J; elevator lobby, L; reception room, O; main control room, R; passage, S; telephone booths, T; corridor, U; janitor's closet, V; checkroom, W.

Visitors' Reception Room



Ultra-Modern Transmitter Building of WCAU

U. S. Radio Committee Reelects All Officers



Senator White

ALL OFFICERS of the International Committee on Radio, American section, were unanimously reelected at a dinner meeting in the University Club, Washington, at which Judge E. O. Sykes, chairman of the American delegation to the Madrid Conference, Dr. C. B. Jolliffe, Radio Commission chief engineer and delegate, and others reported on the conference. U. S. Senator Wallace White, Jr., of Maine, is president; John W. Guider, Washington attorney, vice president; Howard S. LeRoy, Washington attorney, treasurer, and Paul M. Segal, Washington attorney, secretary. The executive council, also reelected, consists of William R. Vallance, State Department, chairman; A. L. Ashby, NBC vice president and attorney; Col. Thad H. Brown, Radio Commission; Louis G. Caldwell, Washington attorney; Dr. J. H. Dellinger, radio chief, Bureau of Standards, and F. P. Guthrie, RCA manager in Washington.

Merchants Vote Radio Most Effective Medium In Nashville Territory

RADIO was voted the most effective advertising medium by 77.4 per cent of wholesale and retail drug and grocery merchants in the Nashville area, in a survey conducted by Harben Daniel, of the WSM merchandising department.

Fifty-two concerns, many of which operated chains of stores, were interviewed and asked the question: "What medium of advertising do you consider most effective to help you sell the products which you handle?"

Newspapers were designated by 15.3 per cent and magazines by 7.3 per cent. Twenty-five per cent of those interviewed declined to make a definite answer.

Recorder Expands

COMMUNITY Broadcasting Studios has moved into larger quarters at the old Childs mansion, 2234 West Adams Street, Los Angeles, and plans to expand its facilities to offer audition, transcription, creative, directing and producing services. Tom Regan, formerly of KELW, remains as head of the organization.

Habits of Radio Audience Analysed

Listeners Found to Tune Out Opening, Closing Talks; Many Confused on Stations and Programs

SOME PROVOCATIVE conclusions are herewith presented upon the basis of a carefully-planned survey made by telephone and personal interviews. One of these indicates that sponsors might do well to submerge their commercial announcements at the opening and close in favor of the interior of programs because of the tendency of listeners to twist the dial as programs change. Some interesting studies were made of listener habits for different parts of programs as well. While broadcasters may question some of the deductions, they should find valuable information in the facts.

By F. H. LUMLEY[*]
Ohio State University
Research Associate, Radio Division

MANY recent telephone surveys have been made by asking the listener questions about programs on the air at the time of the interview. In recording the answers of the listener, the exact time of the call is noted. It is therefore possible to analyse such data with respect to a number of interesting habits of the audience.

The study reported here is based upon a combined telephone and personal interview survey made recently in a large mid-western city. The raw data were supplied through the courtesy of one of its leading newspapers and C. H. Sundberg, of Major Markets Newspapers, Inc. All interviews were made between 6:30 and 9:30 o'clock during the evenings of six successive week days in April. In all, some 1,700 radio owners were interviewed.

Listeners Confused

IN ANSWERING the questions asked by the interviewer, listeners did not show any too great evidence of radio-mindedness. For the two local stations, 22 per cent of the listeners gave the names of programs which were on the same evening, but not at the time the interview was made; 7 per cent mentioned programs which were given on some other day; and 4 per cent gave the right program, but referred it to the wrong station. Therefore, 31 per cent of the people mentioning programs for these two stations were disoriented in some way, or did not understand the questions.

A great many interviews were made at the even hour, half-hour, or quarter hour—that is, at 7 o'clock, 7:15, 7:30, etc. These times are often the interval between two programs, and it is therefore interesting to know whether listeners were more apt to mention programs which they had already heard, or programs which they were going to hear. This is, in a sense, a measure of the memory effect of a broadcast program as contrasted with the publicity effect of a program's previous broadcasts, its opening salutation, and other means of commanding the preliminary attention of the audience. The memory effect operates in favor of the program just heard, and the publicity effect for the program to follow.

Publicity Helps

OUT OF 100 operating radios, the listeners to 20 named the program they had just heard, and the listeners to 20 named the program which was to follow. This is the result expected by chance, and seems to show that publicity and opening announcements are as important as the announcements the listener hears all through the program. This result agrees, in a way, with that obtained by Amos and Bevis.[†] They found that 39.8 per cent of the listeners, during the first half of the program, were able to name the advertiser, while 40.6 per cent could name the advertiser during the second half of the program.

In order to study the tuning habits of the audience for different parts of a program, the evening was divided into approximate 5-minute intervals, with exception of the even quarter-hour periods, which were grouped by themselves. Thus a record of the interview results was obtained for 7 o'clock, even; for 7:01 to 7:05; for 7:06 to 7:10; for 7:11 to 7:15; for 7:15, even; for 7:16 to 7:20; and so on. The time between 6:30 and 9:30 o'clock was in this way subdivided into 49 periods or groups of interviews. Then the periods were combined by quarter-hours, and by half-hours, for the first and second halves of the evening. For example, all the interviews for the following periods were put together —6:31 to 6:35 with 7:01 to 7:05 and with 7:31 to 7:35. This grouped the results for the period just after the half-hour, for the first half of the evening.

Results Analysed

FROM such a combination of the interview results, is was possible to find out how the tuning habits of listeners changed as the quarter-hour or half-hour passed by. Since most programs are either quarter-hour or half-hour programs, this time division corresponded to the actual programs. The percentage of radios turned on always showed a drop during the four-minute period which preceded the quarter-hour. This was consistent, and it showed whether the figures were taken for 6:30 to 7:59 or from 8 to 9:30. The same result also showed whether the results were grouped by quarter-hours or by half-hours. Otherwise, the figures for the other periods in the quarter-hour were closely similar, with perhaps a slight drop in the number of radio sets at the even 15-minute period. One interpretation of these results is this:

Toward the end of a program, people tune out, and they do not tune in again until just after a program has started. Such habits may be a reflection on the fact that most advertising is done at the end of a program or just at the beginning. The listeners avoid hearing such advertising by tuning in on programs in the way indicated. It must be remembered that these results only show what people, as a whole, do, and say nothing about the habits of any particular listener.

On Naming Stations

LISTENERS were asked to name the station to which they were listening. When the results were grouped by half-hours, there was a distinct lessening in ability to name the stations just before the even 15-minute period, and a distinct heightening just before the 30-minute period. This means that as the half-hour passed, the listeners were progressively less able, and then more able to name the station to which they were listening.

He became progressively less able to name the program just before the 15-minute period was reached, and then progressively better able just before the even 30-minute period was reached. It is hard to see why this was so, since there are so many 15-minute programs on the air, and mentions of the name of the program occur at both the beginning and the end.

Such vast amounts of data have now been accumulated by research and survey agencies that many habits of the audience can be revealed in further analyses without the trouble of making additional surveys.

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[*] Condensed from a paper of the same title in the JOURNAL OF APPLIED PSYCHOLOGY, February, 1933.

[†] Bevis, J. and Amos, J. O. "A Study of the Influence of Newspaper Publicity on the Identification of Radio Advertisers." M. A. Thesis, Northwestern University, 1932.

Band Inaugurates Canada's New Plan

Commission Gives Programs; Available to U. S. Networks

By JAMES MONTAGNES

CANADA'S Radio Commission made its bow on the air Jan. 27 with a band concert by the Royal Canadian Regiment of London, Ontario, at 9 p.m., EST, over a nation-wide network. This first music hour of the recently formed Commission was to be followed Jan. 31 with an hour's symphony concert by the Toronto Symphony Orchestra.

The concerts are being offered to Canadian stations free of charge, the Commission paying the costs as part of the work of improving Canadian broadcasting, for which it was formed. In addition, the concerts have been and will be offered to American networks to advertise Canada and Canadian music.

While a four-hour time difference is making it difficult for the Commission to offer a program at a time suitable to each time zone, this handicap is being minimized and is expected to grow less important as commercial program hours are given up for the national programs.

While band and symphony concerts are scheduled as the starters on these national programs, other entertainment gradually will be introduced, as the Commission engages Canadian talent for the all-Canada networks. The third program, Feb. 3, also will be a band concert by the Canadian Grenadier Guards from Montreal. According to Hector Charlesworth, Commission chairman, the main purpose of the programs is not only to entertain but also to develop Canada's latent radio talent.

Plans for establishment of nationally-owned broadcasting stations, including a chain of six 50,000 watt stations, have been temporarily abandoned due to lack of funds.

A. & P. Records

GREAT Atlantic & Pacific Tea Co., New York, (chain grocers) has begun transcribing the Booth Tarkington "Cousin Maud and Bill" series and Junior Cooking School, with Winifred Lenihan of the Theater Guild as producer and director, in the studios of Byers Recording Laboratories, New York, for a test series on WIBX, Utica, N. Y. Transcription programs are the same as those sponsored by A. & P. over the NBC-WJZ network. Scott Howe Bowen, Inc., owner of WIBX, is also making same recordings for the sponsor to be sent to divisional offices of the A. & P. for auditions with a view to adding other station outlets not embraced by the network.

Urging Efficient Sets

"RADIO SERVICE News Flashes" titles a new series of programs designed to stimulate interest in radio by demonstrating the better results obtainable from efficient radio sets that has been inaugurated over WMAQ, Chicago, in cooperation with the Institute of Radio Service Men.

"March of Time" Brings Advertising For Newsmagazine

Vice President Calls Results Of Three Series Satisfactory

TIME MARCHES ON—ROY E. LARSEN (left), vice president of Time Newsmagazine, highly pleased with its radio results over CBS, is here shown discussing plans for promoting the program with Paul W. White (center), CBS public relations director, and Frederic William Wile, Jr., CBS writer assigned to account.

THAT THE newsmagazine TIME gained considerable national advertising by means of its now-famed "March of Time" weekly program on CBS, is revealed by Roy E. Larsen, TIME vice president, who expressed satisfaction with the results of three separate ventures into radio advertising.

After the first sixteen weeks the success of the campaign was already evident. Among the new national advertisers who took lineage in TIME were Maxwell House, Heinz (tomato juice), Ovaltine, Ralston (whole wheat) and several other manufacturers of equally well-known products.

Actual Results

THE SECOND "March of Time" series ran through the fall and winter of 1931-32. Result for TIME: Insurance advertising lineage gained 78 per cent; food and drink, 68 per cent; drug products, 35 per cent, and automobile and accessories, 22 per cent.

In September, 1932, TIME marched on to its third series in the radio-advertising campaign. Before the series had been broadcast over the coast-to-coast CBS chain more than five months, TIME was in a position to say in its issue of Jan. 9: "Second to none in volume of automobile advertising."

"When we went on the air, we wanted to make TIME known to the thousands of dealers and consumers of nationally used products," said Mr. Larsen. "When the question of advertising outlays is to be discussed, we want executives to be TIME-conscious, to have them cognizant of TIME's value and power as a medium for spreading the word abroad concerning their wares."

Changes Sales Message

DURING recent weeks TIME has been employing a new method of getting over its advertising sales story. In the opening announcement the following question-and-answer sequence is inserted:

"Q.: When prominent United States advertising executives were asked, 'What is your favorite magazine?', what did an overwhelming majority reply?

"A.: 'TIME'—TIME is matter-of-fact, it respects your intelligence."

The questions are changed every week. They are authentic and are based on a "first choice magazine". An elaborate questionnaire was sent to leaders in various localities and industries, seeking to discover the periodical preferences, the results of which were printed in the "first choice magazine".

Circulation Stunt

MORE RECENTLY the idea was conceived of enabling those who were already TIME-conscious to subscribe to TIME for a year and to do so quickly. An arrangement was made with Western Union by which the telegraph company would function as a delivery service for the newsmagazine. An extra dramatization is now included in the "March of Time".

"Voice of TIME-conscious dealer: 'Operator, please give me Western Union.'

(Phone operator connects call through to W. U.)

"Voice: 'I want to enter a year's subscription for TIME, the weekly newsmagazine.'

W. U. takes name and address, then—

"W. U.: 'Thank you. We will deliver this week's issue of TIME to you within 24 hours. There is no charge for our Western Union service. The publishers will send you a bill for $5 later.

"Voice: 'Thank you very much.'

"That is all you have to do to enter your subscription to TIME," says the announcer.

Postal Lines Employed In Southwest Hook-up

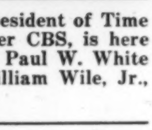
THE FIRST network use of Postal Telegraph facilities and the first announcement period chain broadcast are to be inaugurated by the Southwest Broadcasting Co., Feb. 1, according to Howard W. Davis, commercial manager. Sponsors will be permitted 50-word sales messages, interspersed by two and three-quarter minute selections by nationally known dance bands broadcast from the studios of KTAT, Fort Worth. The program covers a half hour.

The hookup includes, besides KTAT, the following: KOMA, Oklahoma City; WRR, Dallas; KTRH, Houston; KFDM, Beaumont, Tex.; KNOW, Austin; KTSA, San Antonio; WACO, Waco, and KGKO, Wichita Falls.

Cars Given Away

IN A station-theater tieup, a Plymouth automobile is being given away each Monday night by the Liberty Theater, Covington, Ky., in cooperation with WCKY, Covington. The contest has greatly stimulated attendance at the theater on what was formerly the worst night of the week, according to L. B. Wilson, who not only owns WCKY but is the leading local theater operator.

KHJ to Invite Agencies For Station Inspections



Mr. Tyson

TO FOSTER closer cooperation between broadcasters and advertising agencies, Leo B. Tyson, general manager of the Don Lee System, is planning to have as his guest one day each week an agency representative who will be invited to spend the day observing the operation of KHJ, Los Angeles key of the Don Lee-CBS network. Agencies have expressed enthusiasm over the plan, and a schedule of visits is being arranged. Mr. Tyson will act as personal guide to his guests.

NBC Auditions

AMONG the programs auditioned before NBC's program and sales boards the last two weeks were the following: Elias Breeskin and orchestra; Milford Jackson, baritone, musical comedy "Good News" for Lucky Strike; Mutt and Jeff; Al Bernard; "Highest Bidder," dramatic script; Benny Ross, impersonator and m.c.; "The Allens," a script by Percy Hemus; Ann Butler and James Meighan and "Kit Kat Club," a variety program featuring Val and Ernie Stanton.

Jan. 1 Call List

FOR REASONS of economy, the Radio Commission has mimeographed its 1933 call letter list, dated Jan. 1 and just released. The Government Printing Office will not publish the list for sale this year, but one copy of the alphabetical call list will be sent each station without cost. The list of stations by states and frequencies will not be distributed this year.

ORAL ARGUMENTS in the so-called "1020 kc. case," involving the application of KYW, Westinghouse station, to move from Chicago to Philadelphia and come within the terms of the clear-channel distribution regulations, have been postponed from Feb. 1 to March 1, the Radio Commission announced Jan. 24.

West Named Director In Expansion of KSD; KMOX Makes Changes

Mr. West

EXPANSION plans of KSD, of the ST. LOUIS POST-DISPATCH, which hitherto has been used primarily as a network outlet, were revealed Jan. 25 with the appointment of William H. West, director of operations of KMOX, St. Louis, as director of KSD. J. L. Van Volkenburg, former director of radio for Batten, Barton, Durstine & Osborn in Chicago, who joined KMOX as sales manager in October, has succeeded Mr. West at KMOX. He will also continue as sales manager.

Mr. West, who is experienced in both technical and managerial phases, is expanding the KSD personnel, and studios in the newspaper building have been rebuilt. In radio since 1920, Mr. West was with Colin B. Kennedy, the inventor and manufacturer, in 1923 and 1924, joining the KMOX engineering staff in 1925. He supervised the installation of its 50 kw. transmitter, but in his general directorship was interested in program building and contacted advertisers. W. F. Ludgate continues as KSD's chief engineer.

At KMOX Mr. West's resignation was followed by the appointment of Nicholas J. Zehr as engineer in charge of transmitter plant, and Graham Tevis, former chief operator, as audio engineer in charge of studio, wire lines and remote control. Virgil Eugene Moser, former script writer with Paramount at Hollywood and former continuity chief of KVOO, Tulsa, has been named KMOX continuity editor by Walter Richards, program and production manager.

The KMOX continuity department has been organized into a miniature editorial office similar to that of a newspaper, Mr. Richards said. With Don Hunt, continuity chief, occupying a position similar to that of a managing director, and Moser serving as the "city editor," all programs and announcements are assigned to the continuity staff. The material follows the same line of development as copy on a newspaper until it is "made-up" into the verbal edition of each day's broadcasting schedule.

A program entitled the Musical Almanac and a correct speech series of lessons have been inaugurated each evening to further the resemblance of features to be found in a newspaper.

New Transcription

McGREGOR and Sollie, San Francisco transcription producers, are recording a mystery serial called "Black Magic" for syndication to broadcasters. The series was originally given two years ago over Pacific coast NBC hook-up under caption of "Kenya Bill" for S. and W. Coffee Co.

XUM

Should Baseball Ban Broadcasting?

Minneapolis Experiment Boosted Box Office Receipts; Proposes Stations Pay Clubs and Resist Censorship

By DAVID DRISCOLL, Jr.
Program Director, KGDE,
Fergus Falls, Minn.

WITH the 1933 baseball season just a few weeks ahead the perennial question arises whether broadcasting of baseball, or other sports for that matter, reduces or boosts box office receipts. Ball club owners are more concerned this season, however, because of the prospects of poor attendance on account of the depression. Mr. Driscoll, former baseball announcer, on WCCO, offers some pertinent observations on the controversy.

BASEBALL attendance fell off considerably last year. In the majors the slump was very noticeable, more noticeable, in fact, than the club owners care to mention. In the National League the magnates heard the turnstiles click at a speed about 35 per cent slower than in the peak years. The American League cities must have been equally as hard hit, and in one or two cases perhaps substantially more so. In the minor leagues the story was a sad one. Several of the oldest circuits folded up in midseason with severe losses to the club owners involved. The World Series attendance fell far below a normal figure.

A diagnosis of the attendance slump is hardly necessary. Baseball was hard hit for the simple reason that the boys who ordinarily packed the grand stand and bleachers were out of work or simply could not afford the expense for entertainment. Baseball owners, like everybody else, cannot collect dollars when there are no dollars to collect.

Poor Prospects Ahead

CERTAINLY the opening of the 1933 season, only ten weeks away, will not see prosperity returned in the country. Club owners are paring expenses right down to the bone. Salaries of players will be cut as much as 40 per cent. In a nutshell, baseball, now regarded as distinctly a luxury, is in for a bad season. A major league magnate, writing to your correspondent recently, stated that he could not understand how the minor leagues would survive 1933.

"I can't see," he said, "how the American Association, one of the strongest circuits in the minors, can even start the season. Two of its clubs are for sale, another is bankrupt."

The point we are leading up to is, what is going to be the attitude of club owners toward the broadcasting of ball games in 1933? Broadcasts of baseball games were the first real news presentations made by radio. Is radio going to be defeated in this issue?

Fans are Questioned

ACCORDING to the baseball club owners in certain cities, both in the major and minor leagues, broadcasts of the games are in a measure responsible for the drop in attendance. A periodical of national circulation conducted a questionnaire early this winter in which the readers were asked to give their opinions concerning the broadcasting of baseball games. Two questions were asked: "Do you prefer radio accounts to attending the games in person?" and "Do you believe broadcasts tend to lessen attendance at games?" The answer to both questions was almost universally "No."

To our way of thinking this questionnaire and its results were not significant in any manner. Every person answering knew well when he wrote his "No" that it would be silly to write anything else. Had the answers been overwhelmingly "Yes", the demise of baseball broadcasts would have been hastened. There was only one answer possible, assuming of course, that thousands of sports fans do enjoy these broadcasts.

The press cannot be barred from the ball clubs and there could be no reason for considering such a thing. No real fan devours the inning-by-inning newspaper account of the game. Mortimer P. Fans gets his enjoyment out of reading the comments of the press. These comments are the life of baseball. Radio has yet to prove its case.

The Minneapolis Case

IN SOME instances, particularly in the minor leagues, it is a fact that radio accounts of games have done much to increase attendance figures. Take, for example, the Minneapolis club of the American Association. Whether the descriptions of the games kept any Minneapolis fans away from the park is a matter of conjecture. The Minneapolis team battled its way so sensationally to the league championship that it is doubtful if many fans preferred to remain at home to listen rather than see.

But here is what radio did for the Minneapolis club. It aroused tremendous interest among fans outside the city. The writer is familiar with that particular situation and knows that the Minneapolis club boosted its week-end attendance immeasurably by drawing radio-created fans from the small towns and even the farms. It was a common sight in rural Minnesota and Wisconsin to see quite a crowd around the cracker barrel of the general store listening intently to every detail of the Millers play.

The Minneapolis club allowed its games to be broadcast for several years, and then in 1931 stopped the practice, believing it was not in the best interests of the box office. WCCO raised its bid to $2,500 for the season, but still was denied admission. Finally that station joined a small network which originated in Chicago and took a daily description of the Chicago White Sox or Cub games. During the summer WCCO received thousands of letters from Minnesota, Wisconsin and North Dakota fans who asked for broadcases of the Minneapolis games. After that display of interest, Mike Kelley, president of the local club, relented in 1932 and allowed the broadcasts.

Lure to Country Folk

IN MINNEAPOLIS it was found that the greatest radio baseball fans by far were in the country. These people ordinarily would not attend one game a year. But the interest aroused by the broadcasts brought countless numbers to Nicollet Park on Saturdays and Sundays. Daily, fans from outside the city would come up to our booth after the game and remark: "I'm from Little Falls (or some other small town) and I thought I would come up and see the boys we listen to every day."

For several seasons the Chicago Cubs have set the pace for National League attendance marks. And all during this period the Cub games have been on the air. Radio broadcasting of baseball, under the direction of men who know their business, can be made to work to the mutual advantage

(*Continued on page 27*)

TAKING FAN MAIL SERIOUSLY

Careful Cataloguing and Courteous Replies Profitable Commercially and in Good-Will

By J. BURYL LOTTRIDGE
Director, KFBI, Abilene, Kans.

THERE has been some discussion about the reasons for and the value of station mail. Although conditions may not be the same for every station, in our judgment mail response from our listeners is of primary importance.

Last March our listeners sent 21,500 pieces of mail to KFBI. Some of this mail was in response to commercial programs and announcements; the rest of it was straight station sustaining fan mail, suggestions about our programs, requests for special numbers and dedications and mail response to entertainment and service programs that particularly interested these listeners. Can we say that this mail is of value to no one? Certainly not. It represents a conscientious listener expression in every instance.

We believe that station mail is valuable to KFBI for two reasons: first, it offers a very clear indication of our listener preference for program structure, both sustaining and commercial; second, it furnishes a comparative indication of our coverage in the basic and secondary service areas.

It does cost money to handle this mail effectively, but the handling is fundamentally important. For example, we employ one secretary and one assistant to give practically all of their time to the mail we receive. Our mail is catalogued according to states, Kansas counties, post marks and by the artists addressed. Finally, each letter is read and, if writer asks for any particular service, we do our very best to see that that service is provided. If a letter contains a complimentary or otherwise, one of our secretaries answers the letter and thanks the listeners for his or her interest. Should the letter be extremely important or contain information of importance to the station management, it is answered personally by the director.

In other words, we let our listeners know we take this mail seriously and thus we discourage the very few listeners who write thoughtless or anonymous letters. As we said before, the handling of this mail costs money but we have found that this procedure pays us big dividends.

From the commercial standpoint, there is even a more important factor in efficient mail handling. We find that it increases our listeners' confidence in the station, and this increased confidence reacts favorably for our commercial clients. A certain percentage of our clients present programs that ask for listener response by mail. We think that this listener interest has helped to increase this commercial response. In other words, if the listener has written to the station, perhaps only asking for a request number and this request number has been given when requested, thus proving that the station is interested in the mail, then this same listener is even more willing to respond to our commercial requests.

It is not our intention to give this outline as the only successful method. We only know that it fits our case particularly well. We realize that possibly the great majority of stations are retaining their popularity and giving their commercial sponsors an excellent service without including such a detailed method of mail handling.

Hardy Microphone Made by Brush Co.

Acoustical Devices Utilize Rochelle Salt Sound Cell

A NEW LINE of radio and acoustical apparatus, featuring the piezo-electric "sound cell" derived from Rochelle Salt, is announced by the Brush Development Co., Cleveland, which produced the first commercial arc light, the first generator and the first storage battery .

The "grille-type" microphone, which in appearance resembles the "velocity microphone" announced recently by RCA-Victor Co., Inc., is the newest product using as its basic element Rochelle Salt crystals which are produced from the dregs of imported wines. Developed by Alfred L. Williams, president of the Brush company and former submarine commander in the Royal British Navy, the microphone is extremely rugged and of high fidelity.

Called Unbreakable

THE MICROPHONE was demonstrated to a correspondent of BROADCASTING. It was thrown against a brick wall, kicked about the laboratory floor and then placed under a cold water faucet. Still wet, it was hitched to a radio circuit and functioned with no apparent loss of quality.

Brush claims that the microphone has no delicate mechanical parts and therefore is virtually unbreakable and unaffected by vibration or shock. It cannot be overloaded, according to Comdr. Williams.

"Being constructed of a number of 'sound cells' arranged edgewise to form a grille, there is a minimum distortion of the wave front, no reflection or pressure doubling and no cavity resonance," said the announcement. "It has no low cut-off and has an absolutely flat response over the whole broadcast range."

Brush states that the microphone, produced in several sizes, is ideal for studio work because it is non-directional. A novel feature is the plug-in socket arrangement, so that the microphone itself may be unplugged from the stand and plugged into overhead suspensions in a few seconds.

The same type of sound cells are employed in the production of speakers, elements used in phonograph pickups, relays, oscillographs and television scanning. The sound cell is said to be in itself a complete microphone, operating on the piezo-electric principle. As the Rochelle Salt crystal, of which it is constructed, carries its own field, no permanent magnets, electromagnets or static bias is required. The cell is so small that there is no distortion of the sound field up to its highest useful frequency.

New RMA Offices

HEADQUARTERS offices of the Radio Manufacturers Association were established Jan. 10 in the American Bldg., 1317 F Street, N.W., Washington, in charge of Bond Geddes, executive vice president and general manager.

NEW ANTENNA DOUBLES SIGNALS

Westinghouse Develops Economical System For KYW; Adapted for Use on Higher Frequencies

Mr. Harmon

A NEW TYPE of station antenna, heralded as the "first major radio achievement" of 1933, has been developed by Westinghouse Electric and Manufacturing Co., and already is in practical operation at KYW, Chicago, according to Walter C. Evans, manager of Westinghouse radio stations.

Developed largely by Earl Harmon, 27-year-old engineer, after months of research and experimentation, the antenna is reported to have doubled the signal intensity of KYW, with no increase in station power. It is called the concentrator antenna. The construction cost is said to be considerably below that of conventional aerials, and appreciably cheaper than the new boom-shaped masts of fabricated steel.

Principal Advantages

SOME of the attributes of the new antenna system thus far noted, according to Mr. Evans, are:

1. Increases signal intensity, approximately 100 per cent, in areas where desired.

2. Moves fading area to a considerable distance from the station and so increases the effectiveness of the station in its useful area.

3. Is most efficient on higher frequencies and improves the lower wave bands for broadcasting operations. (This last may be its most important function.)

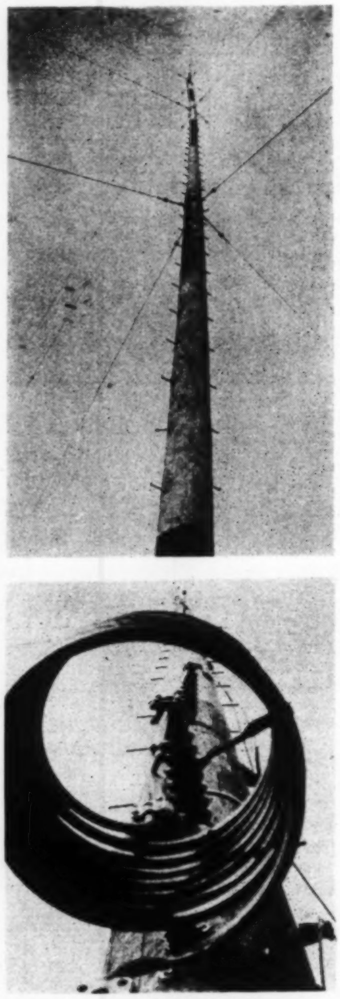
The new system at KYW consists of two unusually high vertical antennae, with a new ground system. Vertical copper rods have taken the place of the more familiar antenna where wires are strung between towers.

Re Main Antenna

THE MAIN antenna — Westinghouse engineers term it the exciter —consists of a copper rod, 204 feet high. It is supported on a wooden pole, 200 feet high. This huge pole about five times as high as the usual telephone pole. is made of three western cedars, spliced together. The concentrator antenna also includes a pole, about 150 feet high, with a vertical copper antenna. The concentrator pole is about 250 feet distant from the exciter and is adjusted to resonate at 1020 kc., KYW's frequency.

Buried in the ground, underneath both poles, is a copper sheet, 14 feet square, with eight strips, running out in a radius of 75 feet. This is a type of ground installation extremely efficient in eliminating ground resistance.

The concentrator tends to bend down the radio waves coming from the exciter, flattening them so that they are intensified over the useful area of the station. In operation, it acts somewhat as a prismatic lens does, encircling a light source, bending down and flattening the light rays, so that they are confined to useful angles near the earth.



KYW'S NEW MAST—Hailed as a major radio contribution of 1933, the Westinghouse "concentrator antenna" represents a new departure in radiators. At the top is seen a photo of the mast as it appears from the ground, steadied by guy wires. Below is the "exciter".

Overcomes Fading

BY IMPROVING the ground wave of station and decreasing its sky wave, fading is said to have been overcome in the service area of the station. In explaining fading, engineers state that an antenna system acts like two transmitters, one signal coming from the ground, the other from the sky. If these two signals are about equal in strength, they set up interference, which is known as fading. The same thing may be noted on a radio set, when two stations, on the same frequency, are picked up.

When, however, a ground wave considerably stronger than the skywave is transmitted, the fading area is pushed out beyond the service area of the station.

Easy to Install

BY INCREASING the efficiency of the shorter wave-lengths, the concentrator antenna system, Westinghouse claims, has made a major contribution to radio. At present the frequency band between 750 to 550 kc. is considered the best. From 990 to 1020 kc. is said to be fair, while most stations violently oppose being placed on the band ranging from 1400 to 1500 kc. With the new system, a station operating at 10 kw, at the higher frequency, has transmitted a signal as powerful as another station, operating at 50 kw. There is thus seen the possibility that a wide area of useful wave bands may be opened up, always a desirable thing in the overcrowded broadcast world.

Westinghouse engineers state that the antenna is a comparatively simple matter of installation, with the added difficulties, however, of experimentation and adjustment.

KTM, KELW Licenses Renewed by Commission

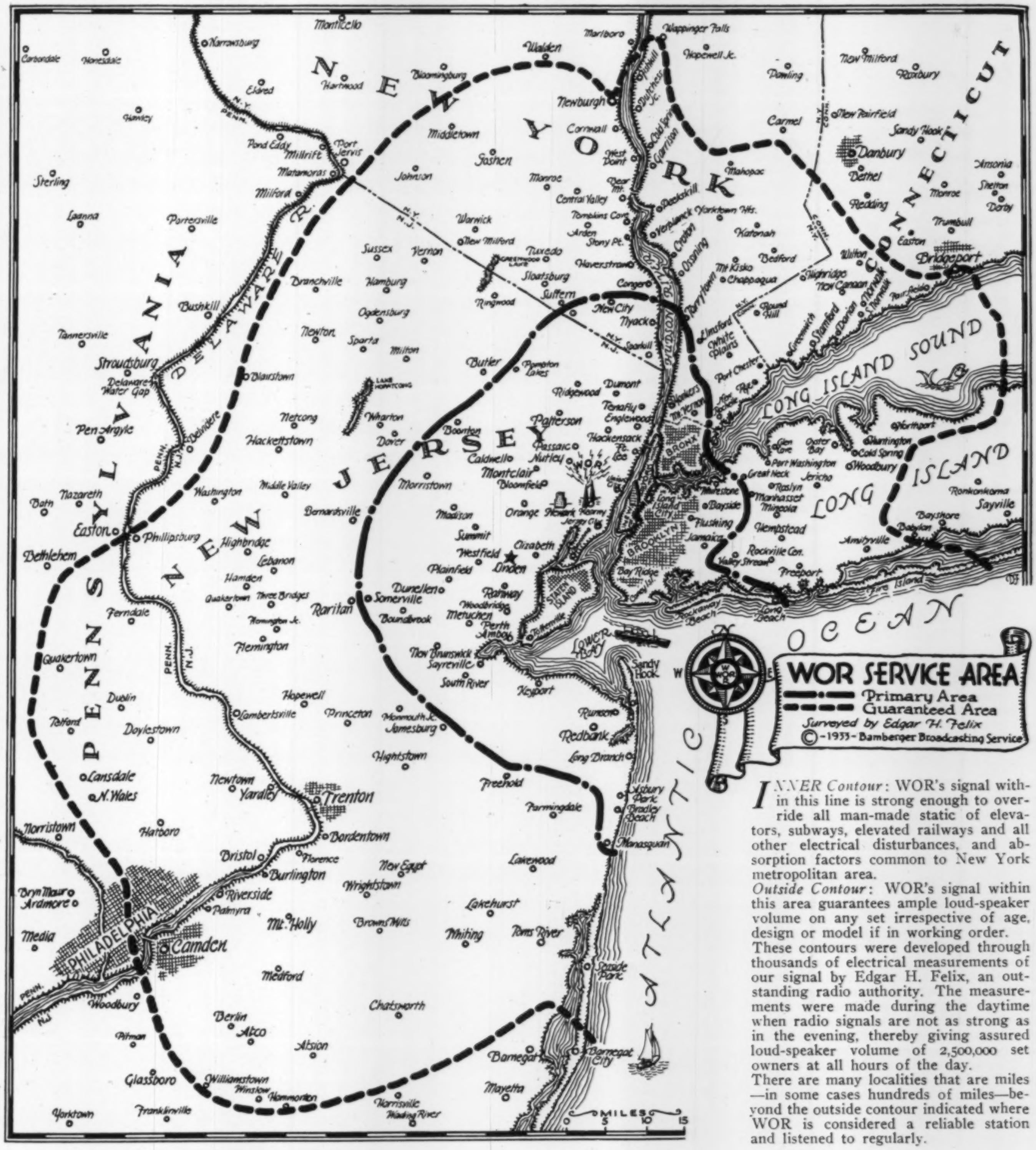
REVERSING Chief Examiner Yost, the Radio Commission Jan. 20 renewed the licenses of KTM and KELW, Los Angeles, which share the 780 kc. wave length and which appeared at a hearing last autumn when each sought the other's time. The showing made by both at the hearing led to a strongly worded report by Yost urging that both be dropped from the rolls.

With the stations relicensed, a hearing will probably be ordered by the Commission on their applications for voluntary assignments to Hearst's Los Angeles HERALD, which has a $35,000 purchase option on KTM and $27,500 option on KELW.

Following the Yost report, seven other applicants besides Hearst applied for the prize 780 kc. assignment, and some or all of these will probably be parties to the hearing to oppose the assignment to Hearst. Seeking the KTM-KELW wave in lieu of their present assignments are KECA and KFAC, Los Angeles; KQW, San Jose, and KDYL, Salt Lake City. Seeking the 780 channel for the proposed establishment of new stations are Don Lee, operator of KHJ and a California network, who proposes to erect a new outlet to serve the southern California communities of Riverside, San Bernardino, Redlands and Colton; Guy C. Earle, Jr., operator of KNX, Hollywood, who would build a new station at Sacramento, and W. L. Gleeson, Los Angeles publishers' representative, also proposing to build in Sacramento.

MAY COMPANY, Los Angeles department store, uses KFAC on Saturday mornings to broadcast a juvenile hour from its store auditorium. Idea is not to develop radio juveniles, but to "create an interest in self-expression".

Coverage . . . where coverage pays . . .


NEW YORK
CONNECTICUT
PENNSYLVANIA
NEW JERSEY
LONG ISLAND SOUND
LONG ISLAND
ATLANTIC OCEAN
DELAWARE R.
HUDSON RIVER
PHILADELPHIA
Camden
Trenton
Newburgh
Bridgeport
Danbury
Stroudsburg
Easton
Bethlehem
Paterson
Montclair
Newark
Jersey City
Brooklyn
Bronx
Staten Island
Lower Bay
Sandy Hook
Long Beach
Asbury Park
Manasquan
Barnegat City
Lakehurst
Toms River
Red Bank
Long Branch
Freehold
Princeton
Somerville
Morristown
Flemington
Quakertown
Norristown
WOR SERVICE AREA
Primary Area
Guaranteed Area
Surveyed by Edgar H. Felix
©-1933-Bamberger Broadcasting Service
MILES 0 5 10 15

INNER Contour: WOR's signal within this line is strong enough to override all man-made static of elevators, subways, elevated railways and all other electrical disturbances, and absorption factors common to New York metropolitan area.

Outside Contour: WOR's signal within this area guarantees ample loud-speaker volume on any set irrespective of age, design or model if in working order.

These contours were developed through thousands of electrical measurements of our signal by Edgar H. Felix, an outstanding radio authority. The measurements were made during the daytime when radio signals are not as strong as in the evening, thereby giving assured loud-speaker volume of 2,500,000 set owners at all hours of the day.

There are many localities that are miles—in some cases hundreds of miles—beyond the outside contour indicated where WOR is considered a reliable station and listened to regularly.

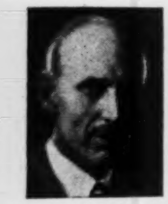
WOR

America's Leading Independent Station Serving Greater New Jersey and New York Metropolitan Area

Bamberger Broadcasting Service, Inc.,
Newark, New Jersey
New York Office: 1440 Broadway *New York City*
Chicago Office: William G. Rambeau, 360 N. Michigan Ave., Chicago, Ill.

License Bill Believed Blocked By Vigorous Fight at Hearing

Broadcasters, Educators and Other Interests Unite in Opposition to Measure as Unfair



Mr. Bellows

STRONG opposition to the bill (S. 5201) introduced by Senator Dill (D.) of Washington, proposing to levy license fees on all forms of radio licenses, was voiced at a hearing Jan. 16 before a subcommittee of the Senate Interstate Commerce Committee headed by Senator Howell (R.) of Nebraska. Organized broadcasters, represented by Henry A. Bellows, CBS vice president and legislative chairman of the NAB, were joined by various other groups in opposing the measure. With only a few weeks remaining before the 72nd Congress adjourns, its chances of passage are regarded as remote.

Mr. Bellows opposed the bill as an undue hardship upon broadcasters, particularly the smaller stations and in view of the burdens recently imposed upon radio by the copyright owners. Some stations will undoubtedly be forced to surrender their licenses, he said, and others will meet the fees "largely at the expense of pubic service."

Re Property Rights

"THE DIRECT burden of expense, of course, is the first reason why the broadcasters protest against the enactment of this measure," said Mr. Bellows. "But there are other and more far-reaching objections to it. The Congress has very wisely declared that a radio license confers no vested or property right, and has undertaken to prevent any commercial traffic in such licenses. Nevertheless, it is now seriously proposed that the government itself shall put all radio licenses up for sale, even to the extent of fixing different money values for different types of frequency and power authorizations.

"How can the government, having sold a radio license for a price fixed by law, claim that the purchaser has not actually bought something in which he has a definite property right? How do you think the courts will interpret such a purchase? If it is your purpose to 'freeze' the radio situation so that the Federal Radio Commission is left powerless to act, this bill will certainly do it.

"And yet it is proposed to have radio hire the Commission—'help pay the cost of regulation' is the precise phrase used. Has it ever been proposed that the railroads should pay the salaries of the Interstate Commerce Commision? Are the veterans expected to contribute to the upkeep of the Veterans' Bureau? If the power interests were to offer to assume the payroll of the Federal Power Commission, Congress and the public would very properly be outraged. And yet the government agency which is by law directed to regulate radio in the public interest is to be put on the payroll of the radio companies."

Estimated Revenue

JAMES W. BALDWIN, Radio Commission secretary, estimated that the revenue raised by the proposed bill would amount to $743,000 as against an estimated cost of regulation of $754,000 during 1934.

The bill was also opposed by E. J. Coltrane, representing the National Committee on Education by Radio, who asked that educational radio stations be exempted because they are state institutions; Charles F. Dolle, representing Catholic educational stations, and Ray R. Pearson, chairman of the executive committee of the Association of Land Grant Colleges, who agreed with Coltrane; W. A. Winterbottom, vice president and general manager of RCA Com-

(Continued on page 29)

TALKING IT OVER—Octavus Roy Cohen (left) going over script of Townsend Murder Mystery act with Ralph Leavenworth, general advertising manager of Westinghouse E. & M. Co., which will sponsor the new serial, starting Feb. 14, on an NBC-WJZ network, Tuesdays, Thursdays and Saturdays, 7:45 to 8 p.m., with repeat for western stations, 11:15 to 11:30 p.m. The noted creator of Floran Slappey and other negro characters is writing 54 episodes for an 18-week series, and for radio has created the new characters Jim Hanvey, detective; Quintus Jones and Jasper DeVoid. Fuller, Smith & Ross, Cleveland, handles the account.

Edward Petry Handling Accounts of 18 Stations

APPOINTMENT of Edward Petry & Co., New York, as exclusive representative of 18 stations, has been announced by Mr. Petry, president, who formerly handled the Bulova Watch account for the Biow Co., New York. The stations were announced as follows: WFAA, Dallas; WBAP, Fort Worth; WHAS, Louisville; KPRC, Houston; WDAF, Kansas City; KSD, St. Louis; KFH, Wichita; WSMB, New Orleans; WSM, Nashville; KFYR, Bismarck, N. D.; WTMJ, Milwaukee; KSL, Salt Lake City; WBRC, Birmingham; KTHS, Hot Springs, Ark.; KLZ, Denver; WFBM, Indianapolis; WMC, Memphis and WWJ, Detroit.

Mr. Petry stated he will maintain headquarters in New York, where offices have been established in the Chanin Bldg., with Henry I. Christal, formerly with Scott Howe Bowen, Inc., as manager. Chicago offices are in the Wrigley Bldg., with Edward Voynow, also formerly with Scott Howe Bowen, as manager, and George Kercher as assistant. San Francisco offices in the Russ Bldg. are in charge of J. Rufus Doig, formerly with O'Mara and Ormsbie, publishers' representatives.

Radio's Unsung Heroes . . . By ROBERT MACK'

Mr. Evans

PITTSBURGH, Pa.—This is a tale of radio's unsung heroes, of those men who keep the "radio show" going at any expense; who toy with apparatus carrying thousands of volts, where a slip means instant death.

Of the valiance of these men, called maintenance engineers, the public never hears. Their voices never go on the air and their names seldom appear in public print. Yet it is they who render your receivers responsive to what goes over the ether, and who are constantly improving the fidelity of your reception.

Young Men Dominant

IT WAS my privilege the other day to inspect Station KDKA, Pittsburgh, noted as the world's first permanent broadcasting station. Not the KDKA located in a modern down-town hotel with its lavish furnishings and commodious studios where the artists appear, but the KDKA at Saxonburg—30 miles from Pittsburgh—where the giant transmitter is housed, and where these maintenance engineers are stationed.

My trip was arranged by Walter C. Evans, who at 34 is the head of all of the radio operations of Westinghouse Electric and Manufacturing Co., including complete management of its four big stations. My immediate escort was Earl Harmon, 27-year-old engineer whose latest achievement, as yet confidential, soon will be disclosed, and is certain to startle the radio world. He has developed a process of doubling the signal strength of stations without increasing power output and with almost negligible construction cost.

I was amazed at the youth of these men. They tell me radio is a young man's game and that other stations are staffed by their colleagues—hardly any over 30. Here were the booming transmitters, not only of KDKA, with its output of 50,000 watts—the maximum power allowed in this country—but of the world's most powerful transmitter, which catapults 400,000 watts into space in testing the advantages of high power, and which romps up and down the radio spectrum during the early morning hours while America sleeps. Then there are two high frequency stations, which carry KDKA's programs to the four corners of the globe—another pioneering venture for Westinghouse, which it does without monetary return, but which is designed to promote international good will and to provide entertainment and respite for those little patches of humanity in the frozen north and in other remote portions of the world.

Danger Signs

BEHIND row after row of mammoth electrical machinery we marched, with big signs "Danger, High Voltage," staring us in the face. Now Elwyn Sollie, KDKA maintenance engineer, joined us, and they kept me sandwiched in the middle to make sure that I wouldn't brush against a live wire or gadget.

It was only by the most adroit kind of questioning that I succeeded in learning of some of the ventures of those boys behind the radio gun. They were modest to the point of bashfulness. Finally, I learned of these ventures while we were inspecting the "cellar," where are housed the big vats in which the transmitting tubes are cooled by water and oil to prevent blowouts.

It seems that the lead conduits, connecting these tubes with the transmitting circuits, wear away by friction every few weeks. To repair them when the circuits are "dead" would mean a six-hour wait for the oil in which the tubes are bathed to drain off. During that time there would be danger of the same thing happening to the spare set. So young Sollie, the "swimmer" of the crew, strips to the waist and jumps into the vat, replacing the broken lead under ice-water.

Show Must Go On

FROM OTHERS around the plant I learned of equal feats of loyalty and courage with the single thought of keeping the stations on the air. A new transmitter had been rushed to completion in time for a special program. When the program was about to go on the air, a sputtering developed. Hurried examination disclosed a faculty splice in a 3500-volt plate cable which was burning itself apart. The maintenance engineer in charge pulled on a pair of insulated gloves and held the two high-voltage wires together in his hand for three quarters of an hour until the program ended.

Back in East Pittsburgh I was shown through the experimental laboratories of Westinghouse, a veritable house of magic, where television experimentation goes forward and where astounding results have been attained in "microray" transmission. But that's another story.

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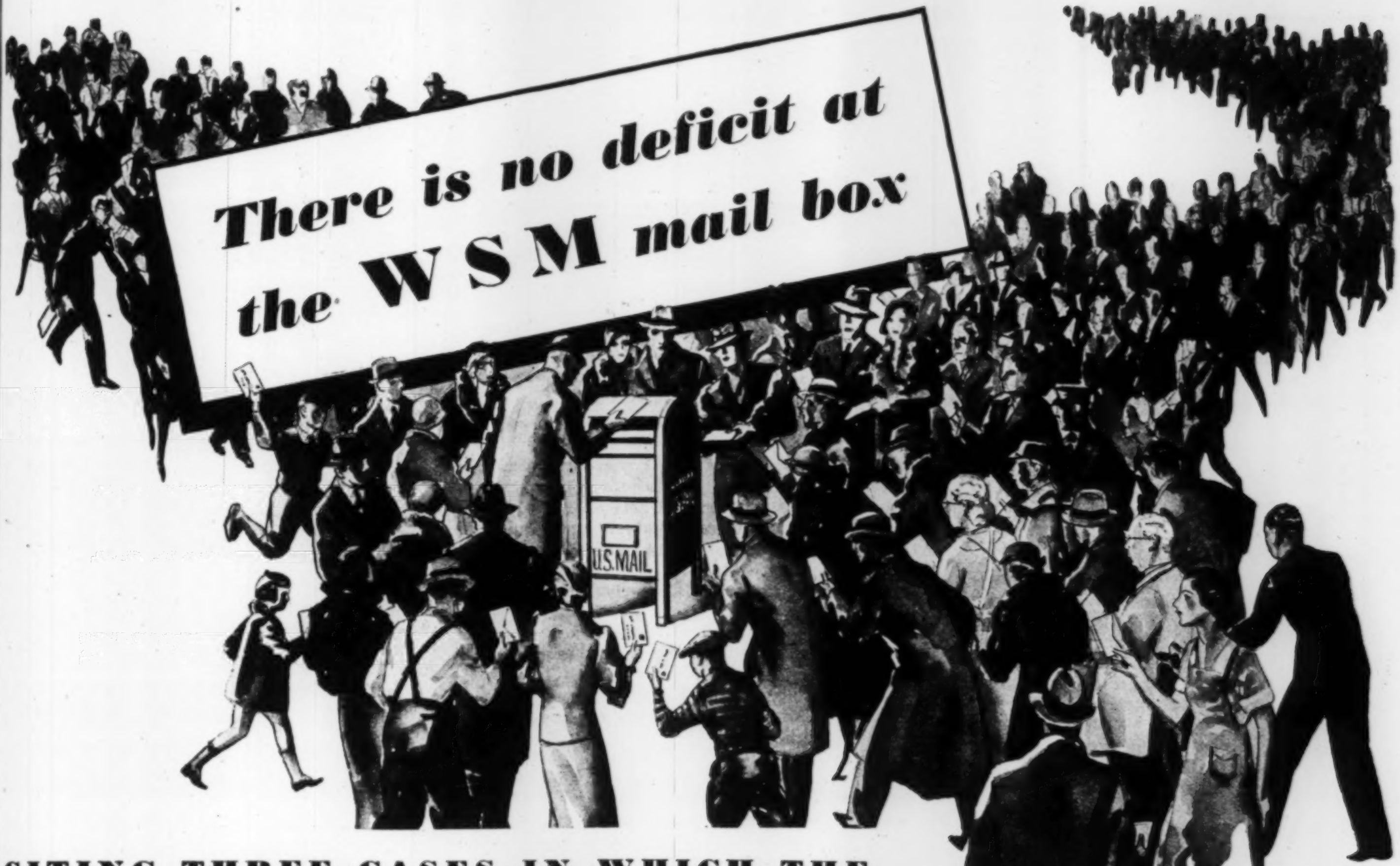
There is no deficit at the WSM mail box
U.S. MAIL

CITING THREE CASES IN WHICH THE KNOWN ABILITY OF WSM TO PULL MAIL WAS USED TO SELL MERCHANDISE *Quickly*

1 The distribution of a catalog for a nationally known salt manufacturer.

TIME USED. A fifteen minute program, once a week, for thirteen consecutive weeks.
RESULTS. The lowest inquiry cost ever produced for the advertiser, in which the WSM merchandising department shares honors for direction of the sales drive.

2 A program to distribute samples by mail.

TIME USED. Six, thirty minute programs.
RESULTS. 28,532 requests for the sample — now being followed up in the field to make permanent customers!

3 A Quick Action Program Designed to Pull Mail in a Hurry.

TIME USED. Two, thirty minute programs.
RESULTS. 27,899 inquiries — prospects — customers!

Do You Bowl Up The Same Alley?

If your problem necessitates the distribution of samples or literature, WSM can do the job, and probably, cheaper and swifter than any other channel in America. If you have a merchandising problem, radio's greatest single station audience is waiting to hear your message. Complete information as to talent, open time, costs, and the market available immediately. Broadcasting from the tallest radio antenna in the world. 878 feet in height.

We Sell The South

Exclusive National Representatives
EDWARD PETRY and COMPANY
New York San Francisco Chicago

WSM

50,000 WATTS

Cleared Channel
Unlimited Time—650 Kilocycles
NBC Affiliate

Owned and Operated by THE NATIONAL LIFE & ACCIDENT INSURANCE COMPANY, Inc., NASHVILLE, TENNESSEE

BROADCASTING

THE NEWS MAGAZINE *of* THE FIFTH ESTATE

MARTIN CODEL, Editor
SOL TAISHOFF, Managing Editor
F. GAITHER TAYLOR, Advertising Manager

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Baker and Copyright

THE RETENTION of the Honorable Newton D. Baker as copyright counsel for the NAB will be hailed with delight by the broadcasters, and his efforts in negotiation or litigation (as conditions warrant) will also be watched with keen interest by radio advertisers and their agencies. These latter have far more at stake in the copyright issue than may be apparent, for it has already been suggested that ASCAP may propose to levy copyright fees directly upon them.

This is the biggest step forward in NAB history. It brings to radio fully as strong representation against the arbitrary onslaughts of ASCAP as that organization has had with the varied talents of Messrs. Buck, Mills and Burkan. ASCAP now has a foe worthy of the respect it has hitherto denied broadcasting, and radio now has an advocate who can really test and bring to task the legalistic shroud which Mr. Burkan has woven around his organization.

Mr. Baker's advent into the copyright picture does not mean, however, that the millenium has arrived in the copyright situation. As President McCosker announced, Mr. Baker has been studying the copyright problems of radio for a month. Apparently he is convinced the broadcasters have a real case. But he must do more deliberating, and probably will want to face ASCAP across the conference table, before determining what course to pursue to win justice for the broadcasters. This will necessarily be a slow process, and very likely it will be one that Mr. Baker will want to pursue in his own quiet way without ostentation and premature publicity. The broadcasters will do well to place their whole case in his hands without any expectation that the problem will be solved overnight. That they will now more than ever give their complete and wholehearted support to the NAB, goes without saying.

Tax Tyranny

IT WILL be difficult to answer the cogent arguments against the Dill radio license tax bill presented before Senator Howell's subcommittee by Henry A. Bellows, CBS vice president and legislative chairman of the NAB, and the other witnesses who appeared to oppose the bill. Certainly the single witness in favor of the measure, S. Howard Evans of the crusading VENTURA FREE PRESS, made a poor gesture with his argument that such a tax will more nearly equalize radio competition with newspapers. That argument can be answered in a few words: What about the postal subsidy enjoyed by the press?

Nor can the Senators ignore the clinching point raised by John C. Gall, secretary of the National Association of Manufacturers, representing the sponsors of American radio programs, who in the last analysis must inevitably foot the additional tax burden, when he remarked that the measure in reality is tax legislation which must properly be initiated in the House of Representatives and not in the Senate. That alone defeats any possibility of the bill's enactment in this waning Congress.

In these days of proposed economy in government, it is natural that a public-minded servant of the government like Senator Dill should cast about for new sources of revenues. But even Senator Dill must admit that no other industry is singled out for special taxation imposed solely to defray the expenses of the federal agency regulating that industry. As Mr. Bellows pointed out, the railroads do not support the Interstate Commerce Commission, the veterans do not support the Veterans Bureau and it is unthinkable that the power companies should assume the payroll of the Power Commission. Other taxes go toward their support, and radio is paying its just share of corporate, power, income and other general taxes.

The suggestion that the Radio Commissioners, deriving their funds from the radio industry, might regard themselves as mere hirelings of that industry, cannot be taken very seriously, assuming right-minded men continue to be appointed to the Commission. But there is real point to Mr. Bellows' theory that the fixing of license fees actually amounts to the fixing of price valuations on wave lengths—something that has been abhorrent to a Congress that has jealously guarded against vested or property rights, and to a Commission that is presumed to be zealously guarding against trafficking in radio licenses.

Advertising for Ads

THE EFFICACY of radio in obtaining advertising for another medium is clearly illustrated in the success story of "The March of Time" program in this issue. Step by step, TIME, the weekly newsmagazine, has added new advertising which is directly attributable to its own advertising over CBS.

In fact, so successful was TIME during its second series of broadcasts that it went off the air for a while in the belief that full benefits had been obtained. Back again, it now has achieved a place "second to none" in automobile advertising.

All of which puts to rout the fears and superstitions of other magazine publishers who refuse to do business with a competing medium for fear it will react to their own detriment.

The RADIO BOOK SHELF

A CHRONOLOGICAL factual review of the events leading to the Canadian Parliament's recent decision to nationalize broadcasting is carried in the January AIR LAW REVIEW, official journal of the Amerian Academy of Air Law. The article is by Brooke Claxton, member of the Canadian Bar, who points out that expected revenues for the support of the system will derive from a $2 or $3 tax on radio sets, or a total of $2,000,000 or less. This, he admits, may not be enough to operate the extensive system proposed for Canada, but he states:

"It is not expected that the Commission will do much more this year than create an organization and make a general survey of the situation in Canada and perhaps originate a few programmes to be distributed through a national network. With the accumulation of funds, it is expected that the Commission will gradually purchase or expropriate some existing stations and cancel the licenses of others, not suitably located, until it has realized the technical scheme as envisaged . . . it should be possible to do this out of revenue inside the space of three or four years, with no interruption of service and with, it is hoped, a steady improvement in the quality of the programmes offered."

TALES of Memphis court justice, administered when George D. Hay (The Solemn Old Judge) was a cub reporter on the COMMERCIAL APPEAL, are recounted by the veteran radio announcer in "Howdy Judge" (McQuiddy Press, Nashville). The author's first fame in broadcasting came while he was an announcer at WMC, Memphis, and later at WLS, Chicago. He is now at WSM, Nashville.

THE AMERICAN Radio Relay League, W. Hartford, Conn., announces a thoroughly revised Radio Amateur's Handbook (tenth edition) of 218 pages and 207 illustrations.

Radio Gag Rule

IT IS to be regretted that the United States Supreme Court did not grant the petition for review of the Shuler case. Not that we hold any brief for the man Shuler, but the free speech issue is far too important and fundamental to be left undecided by the court of last resort.

The last vestige of hope lies in the petition for rehearing, shortly to be filed. In view of the fact that this decision, in the last analysis, means that the courts have shackled broadcasters with what practically amounts to an administrative censorship, it is rather surprising that more broadcasters have not shown more interest in this case. The Radio Commission may now muzzle a station simply because of the utterances heard over it—a censorship that the Supreme Court itself has held cannot be clamped on the press without violating the free speech guarantee of the Constitution.

Because of the basic importance of the free speech issue to future broadcasting, it is our belief that the NAB should appear in this case to protest the decision of the Court of Appeals. Certainly it has more at stake therein than has the American Civil Liberties Union, which has already announced its intention of siding with counsel for Shuler on free speech grounds.

We Pay Our Respects to—

JOHN FRANCIS PATT

WHEN a Pioneers' Club is formed in the Fifth Estate, a seat on the front row must be reserved for John Francis Patt, manager of WGAR, Cleveland.

Still several steps from the ripe old age of 30 (he is 27), Patt enjoys the distinction of being one of the youngest managers of a major radio station, for he assumed his present job when he was only 25. Yet few broadcasting executives have a wider national acquaintance or are better posted on facts and trends in the industry.

At the recent NAB convention in St. Louis, Patt submitted such a comprehensive report on station promotion that it was reprinted in full by several publications in the radio and advertising field. New ideas are his hobby. He is constantly seeking better methods for the benefit of the listener and the sponsor.

WGAR's manager started with radio in the days of squeaky battery sets and earphones. He was only in his 'teens when he announced baseball scores in the early days of WDAF, Kansas City, his birthplace and home town. In reality, he was the office boy, working at odd times while attending high school. But he broadcast baseball details so well that WDAF listeners wrote in that they wanted to hear more of him.

Gradually, young Patt became a full-fledged announcer, always with an eye on both the entertainment and commercial possibilities of radio. Part of his time also was spent in the editorial department of the KANSAS CITY STAR, which owns WDAF. He is always at home in the company of newspaper men.

Incidently, it was in this early radio experience that Patt and Leo Fitzpatrick, manager of WJR, Detroit, teamed together, starting an association and friendship that led both men to the front ranks of the broadcasting business. Fitzpatrick was noted in radio's early days as "The Merry Old Chief" of WDAF.

Patt continued his radio activity in college at KFKU, the Kansas University station at Lawrence. It so happened that radio which determined his career also gave him his wife, for at KFKU he met Miss Ruth Richardson, a Kansas co-ed employed at the station. She has been Mrs. John Patt since 1927.

After completing college, Patt was called to WJR, again joining Mr. Fitzpatrick. Within three years, he was advanced to assistant manager. Under the direction of G. A. Richards, "Fitz" and Patt made the "Goodwill Station" famous throughout the middle west.

In 1930, when the WJR management was looking for expansion, purchase of two stations in Ohio paved the way for the formation of a sister station, WGAR in Cleveland. Patt was selected to organize and manage it. The station went on the air Dec. 15, 1930, as a basic unit of the NBC-Blue network.

Patt's accomplishment in Cleveland has few parallels in radio management. Arriving in town just a month ahead of the scheduled WGAR opening, he had to recruit a complete staff, lay out studios and offices, build a transmitter and direct the commercial problems of a new broadcasting business.

The task was completed on time. But interference developed in program transmission from Hotel Statler, and a new transmitting station had to be constructed immediately. A site seven miles from the city was selected, the job was pushed through in record time early in 1931, and WGAR's signal was clarified throughout the Cleveland area.

John is the first of the "Radio Patts". Ralph, a younger brother, is now at WJR, and James, another brother, is at KMBC, Kansas City. Robert and Fred, still younger brothers, and Margaret, the only girl in the family, may yet be heard from in radio circles.

Patt has become a prominent figure in Cleveland's business and social circles. He is a member of the Cleveland Athletic Club, the Chamber of Commerce, the Rotary Club, the Hermit Club and the Advertising Club. Last but not least, he is a loyal member of the Kansas chapter of Beta Theta Pi.

Mr. and Mrs. Patt are the parents of two charming daughters, Martha, age 4, and Patsy, now almost a year old. Patt would list radio as his hobby—first, last and all the time. Occasionally he can be interested in golf, and more frequently in bridge. But he admits it's easier for him to make four hearts than a four par. Besides, he can listen to WGAR when he's playing bridge.

PERSONAL NOTES

ARTHUR J. KEMP, formerly an account executive with the Rodney E. Boone Organization, newspaper representatives, has been appointed advertising manager of KHJ, Los Angeles, according to an announcement by Don Lee. Hassell Smith, formerly with the Hamman-Lesan Co., San Francisco agency, has been named advertising manager of KFRC, San Francisco. Other Don Lee appointments announced are Gerald J. Norton, former KHJ announcer and commercial man, promoted to advertising service manager of KHJ, and H. D. Sproul, formerly with the LOS ANGELES EXAMINER, appointed to the KHJ sales force.

ED CONNE, who resigned recently from Sound Studios of New York, has joined the Byers Recording Laboratory, subsidiary of Scott Howe Bowen, Inc., which will be reorganized. With him is Al Boasberg, well known comedy writer. The name tentatively selected for the new organization is Majestic Radio Studios, Inc.

LEO FITZPATRICK, vice president and general manager of WJR, Detroit. was both guest of honor and host at a meeting of the Rotary Club of Detroit Jan. 18. After high tribute had been paid the broadcaster, who is vice president of the NAB, by the toastmaster, and after he had been given a rousing ovation, the club was treated to a specially-arranged show featuring WJR artists.

R. S. MACMILLAN on Jan. 15 resumed active operation of his KMPC, Beverly Hills, Cal., and appointed Jack Kiefer, on the commercial staff, as station manager. KMPC for more than a year has been under the direction of V. G. Freitag, radio broker.

HENRY A. BELLOWS, CBS vice president recently transferred from WCCO, Minneapolis, to Washington, as CBS representative, has been elected vice president of the Minnesota State Society of the nation's capital.

WILSON W. (Scoop) WETHERBEE, formerly of the Chicago NBC staff and later with Indiana stations, has rejoined the NBC and has been assigned to the station relations staff in New York. He takes the place of E. H. Twamley, who has left to join WBEN, Buffalo.

L. J. FITZGERALD, NBC Chicago manager of artists service, is taking a leave of absence for a few months to manage the American tour of Ignace Jan Paderewski, the Polish pianist.

E. C. MITTENDORF, president and general manager of WKRC, Cincinnati, and Mrs. Mittendorf, left their home Jan. 16 for South Dakota to attend the funeral of Mrs. Mittendorf's father, who died suddenly.

APPOINTMENT of Pat Murphy as director of publicity and of Carl McAssey as sales manager at WCFL, Chicago, is announced by E. N. Nockels, general manager.

FRANK C. MULLEN, director of agriculture for NBC, motored to Winter Haven, Fla., to arrange for the broadcast of the annual Florida Orange Festival in the NBC Farm and Home Hour Jan. 25. The program was handled through the facilities of WFLA-WSUN, Clearwater, Fla., and was introduced by Mr. Mullen.

GEORGE A. MAHONE, of Baltimore, who is interested in a group of broadcasting stations, has been granted Letters Patent No. 1,893,675 on a new radio system by the U. S. Patent Office.

JOHN PATT, manager of WGAR, Cleveland, and Mrs. Patt left Cleveland Jan. 10 for a three-week vacation in Miami.

JOHN C. DRUMMOND, former owner of WIBX, Utica, N. Y., and before that associated with WEBR, Buffalo, is now commercial manager of the recently established WJW, Akron, O.

C. KENNETH METZEL, of York, Pa., has joined the sales force of WORK, York. Being a musician, he will also be featured in programs from time to time.

HARRY A. JAMES, formerly educational director for Majestic distributors in southern California, and at one time manager of KELW, Burbank, Cal., has been appointed educational director for the Refrigeration Distributors Association of Los Angeles. He will start a series of broadcasts in February over southern California stations.

C. E. SHELTON, formerly in the advertising department of the WASHINGTON POST, joins WRC and WMAL, Washington, on Feb. 1 as commercial representative.

SCOTT HOWE BOWEN and Mrs. Bowen left New York Jan. 14 for a three to four week vacation in Miami and Nassau.

JOHN ALCOCK, former Sunday editor of the CHICAGO TRIBUNE, has joined the public relations staff of NBC in Chicago.

TOM SABIN has replaced Ted Allen as manager of the NBC service department in New York, Allen being assigned to special accounts.

WALTER PRESTON has replaced Keith McLeod in the music department of the NBC program division. McLeod resigned Jan. 15.

MARY DEWEY, NBC Chicago hostess, and Lawrence Drake Milligan, vice-president of Blackett-Sample-Hummert, Chicago, were married in January.

NELL McDONALD has resigned from the commercial program division of CBS, where she was connected for over a year. She was replaced by John Jack Quail.

GUESTS of Fred Weber, NBC Chicago traffic manager, during January were three officials of KSTP, St. Paul: Ford Billings, commercial manager; Kenneth Hance, assistant manager, and Phil Bronson, sports announcer. Other visitors were Walter Bridges, manager of WEBC, Duluth-Superior, and Martin Campbell, manager, WFAA, Dallas.

McClatchy Passes

CARLOS K. McCLATCHY, vice president and general manager of the McClatchy Newspapers, who was largely instrumental in affiliating that group with radio, died in San Mateo, Cal., Jan. 17, following a sudden attack of pneumonia. He was 41. Son of the owner of the newspaper group, Mr. McClatchy was publisher of the FRESNO BEE-REPUBLICAN, which operates KMJ. While serving as Washington correspondent for the McClatchy newspapers, he became interested in radio. At present the newspaper group owns four stations in California and one in Reno, Nev.

BEHIND THE MICROPHONE

TED HUSING, CBS chief announcer, flew to Nassau to introduce Governor B. E. H. Clifford of the Bahama Islands to the CBS audience Jan. 22 in the first relay from the islands ever carried over an American network.

EAST & DUMKE, the Sisters of the Skillet, left the Armour program on NBC Jan. 20. Armour on Jan. 24 auditioned Phil Cook, Don Hall trio and Frank Pinero's 14-piece orchestra.

ALFRED W. STONE, fiction writer of Long Beach, Cal., has started to write "The Partridge Family" for nightly presentation over KFOX, Long Beach. It is a comedy skit of home life.

TED GAILEY, formerly at XER, Villa Acuna, Mexico, has started a song and chatter series over KFAC, Los Angeles, where he teams up with Charlie Sargent.

MISS SARAH PETTY has just been appointed secretary to Elmer H. Dressman, director of publicity and continuity at WCKY, Covington, Ky.

THE TARZANA Hill Billies, sponsored on KTAB, San Francisco, by the San-Val Oil & Water Co., (mineral water) will be taken on a tour for out-of-town appearances in motion picture houses.

BERT McGRATH, formerly of WAAT, Jersey City, has been appointed program director of WAAM, Newark.

THURSTON KNUDSON, arranger for KHJ, Los Angeles, wrote "Ju-Ju," Tahitian rhythm, which was given its premiere in January from KHJ on the California Melodies period over CBS.

MAJ. J. H. HOLMES, a favorite announcer of WCFL, Chicago, who has been in the Edgewater Hospital suffering from a serious attack of influenza, returned to his home Jan. 22 and Howard Keegan, studio director, has been substituting.

"RADIO TONY", veteran vaudeville comedian, is now featured in a sustaining program on WHK, Cleveland.

BARON KEYES and Gene Byrnes started as co-masters of ceremonies for Friday night "Do-nut Frolic," on KNX, Hollywood Jan. 20. This is said to be the oldest consecutive commercial program on the Pacific coast.

MISHA PELZ, one of the first orchestra directors on the radio in the Pacific northwest and producer of musical scores for motion pictures, has been appointed musical counselor of KGW, Portland, Ore. George A. Presby has been named assistant program manager.

CBS Names Directors Of Continuity, Drama

FERRIN FRASER, novelist and short story writer, has been named CBS director of continuity, succeeding Donald Clark, resigned. Marion R. Parsonnet, actor-producer of stage and radio drama, has been appointed dramatic director.

Among Mr. Fraser's novels are "Lovely Ladies", "The Passionate Angel" and "If I Could Fly". A graduate of Columbia University, he is 30 years old. Mr. Parsonnet, though but 28 years old, has had a varied career as boxer, circus clown, actor and stock company producer.

MAURICE THOMPSON, studio director of WCKY, Covington, Ky., and his male chorus of 40, the Mendelssohn Singing Society, were a featured attraction at the Cincinnati Automobile Show, along with Theodore Hahn, Jr.'s symphony orchestra. Mr. Thompson is arranging to make the chorus a regular feature on WCKY in the near future.

WILLIAM H. WRIGHT has succeeded Miss Merle Mathews as production manager of KFRC, San Francisco. "Prof. Von Hamburg" and "Reginald Cheerily" are two of his radio aliases on frolic programs.

JAY GOULD is now heard over KFAC, Los Angeles, three times a week as tenor soloist with Gene Johnston's trio. At one time he was soloist with the Roosevelt Hotel, Hollywood, (KHJ) but more recently over WBBM, Chicago, on the Pennzoil Parade.

ALLEN COURTNEY, announcer on WOV, New York, has written a song "The Rest is History".

ONE OF television's first romances will culminate shortly in the wedding of Lillie Mae West and Eugene Marck, both performers on the CBS visual station W2XAB, New York.

JEAN PAUL KING, free-lance feature announcer, and Truman Bradley, staff announcer on WBBM, Chicago, and "Brad" in the Easy Aces scripts on CBS, are working together in a new six-a-week series featuring the Willys orchestra over WBBM.

CROCKETT's Mountaineers, former CBS group, has started a series over KNX, Hollywood, for a nightly 15 minutes.

BORN to Mr. and Mrs. Jack Holden (WLS, Chicago, announcer) a daughter, Jean Louise, Jan. 4.

Good Programs Deserve
EFFECTIVE MERCHANDISING
KMBC
<<< *Offers Both*
ASK FOR INFORMATION ON PROGRAMS, MERCHANDISING, AND AUDIENCE AREAS
MIDLAND BROADCASTING CO.
Kansas City, Missouri

Edwin C. Hill

SPONSORED by the Socony-Vacuum Corp., New York, Edwin C. Hill, star reporter of the NEW YORK SUN, whose "Human Side of the News" sustaining series on CBS achieved high popularity, on Jan. 27 began a novel Friday night series over 41 CBS stations. He calls it "The Inside Story of the Names that Make the News," and on each program he will introduce some notable in the field of adventure, music, science, literature, politics, athletics and dramatics.

Mr. Hill's program, handled by Batten, Barton, Durstine & Osborn, will be presented with a background of vocal and instrumental music, each program having a special score written and arranged by Nat Shilkret, who also leads a 35-piece orchestra.

Stations on the network for the feature are WOKO, WLBZ, WKBW, WNAC, WDRC, WABC, WEAN, WORC, WHEC, WFBL, WHP, WLBW, WADC, WCAO, WCAU, WHK, WKRC, WSPD, WJAS, WJSV, WKBH, WCAH, WFBM, WGN, WOWO, KMOX, WHAS, WMBD, CKOK, WBCM, WIBW, KFH, KMBC, WCCO, KRLD, KTRH, KLRA, KOMA, KTSA, WACO and WHAD.

Recording by Wire

A SPECIAL line has been installed from the General Foods Corp. studio in the Postum Bldg., New York, to the Byers Recording Laboratories to record by wire two 15-minute programs weekly for 40 weeks to be released to a selected group of stations covering territory outside the NBC-WEAF network, according to Scott Howe Bowen, Inc. Program is Frances Lee Barton's Cooking School of the Air, being handled by Young & Rubicam, New York.

Completing New WHAM

DEDICATION of the new 50 kw. transmitter of WHAM, Rochester, N. Y., which will operate on the 1150 kc. clear channel with 25 kw. licensed output, has tentatively been set for March 4, William Fay, manager, has announced. Engineers making the installation for Stromberg-Carlson Co., owner, calculate its signal strength will be increased three to four times its present 5 kw. signal.

IN THE CONTROL ROOM

THE EDISON Medal for 1932 was awarded Jan. 23 at the annual convention of the American Institute of Electrical Engineers to Bancroft Gherardi, vice president and chief engineer of the A. T. & T. Co. for his "contribution to the art of telephone engineering and the development of electrical communication." Former recipients of the medal were Nicola Tesla, Alexander Graham Bell, Robert A. Millikan, Michael I. Pupin, George Westinghouse, Elihu Thomson, Frank J. Sprague and Dr. Frank Conrad. The 1932 Alfred Noble Prize for his work in describing simpler solutions for problems of electrical transmission was awarded to Frank M. Starr, 28-year-old engineer of the General Electric Co.

ANDREW D. RING, broadcast engineer of the Radio Commission, returned Jan. 14 from a two-week trip to Grand Island, Neb., where he conducted tests on the newly installed Westinghouse primary frequency standard designed to measure frequencies of broadcasting stations more accurately. The new standard, he reported, will measure frequencies within a fraction of one cycle.

HAROLD C. SINGLETON has been appointed chief engineer of KGW, Portland, Ore. For the last several months he has been making an intensive field survey for the station. He was formerly with General Electric, RCA Victor Co. in San Francisco and the United Air Lines, Chicago.

CHIEF ENGINEER Eugene Pack and his aides were forced to use skiis to cover the half mile stretch between the transmission plant of KSL, Salt Lake City, and the KSL Highway during a late December and early January blizzard. The 17-hour broadcast schedule was unbroken, however.

RALPH BROOKS, NBC Chicago engineer, and Marguerite Bennett, of Griffith, Ind., were married in Waukegan, Ill., Dec. 17.

FRED L. TATE and H. C. Hindmarsh, operators of CFCA, Toronto, visited the NBC Chicago studios in January obtaining information in connection with the construction of new studios for their station.

R. MORRIS PIERCE, chief engineer of WGAR, Cleveland, and Mrs. Pierce, are the parents of a 9½ pound boy, born Nov. 30. "Robert M.", the new "chief engineer" of the Pierce household, has a 22-month old sister, Patricia.

TODD SLOANE, KDKA engineer, and Mrs. Sloane, observed the blessed event the other day with the arrival of a 7 pound boy, Todd, Jr., the first "future engineer" of the family.

LARRY SHIPLEY, engineer of WGAR, Cleveland, and Eleanor Dietrich, station hostess, surprised their Cleveland friends by eloping to Erie, Pa. recently. To make the radio romance complete, Ralph Larson, one of WGAR's transmitter attendants, went along as best man.

Goldsmith Resigns

DR. ALFRED N. GOLDSMITH, vice president and general engineer of RCA and former president of the Institute of Radio Engineers, announced his resignation from RCA on Jan. 24. He will enter a private consulting engineering practice in New York in the radio, electrical entertainment, talking movie and allied fields. One of his clients will be the RCA. He was with RCA at the time of its formation in 1919, having served with the old American Marconi company prior to that time.

RADIO A WINNER IN CHICAGO

- On Monday evening, January 23rd, all Chicago radio stations joined in presenting a Radio Revue for charity.

- Chicago's largest hall, the Chicago Stadium, was packed to the roof. Every seat had been sold by 7:00 p. m. of the night of the show and literally thousands were turned away. All records for indoor crowds in Chicago were broken — not even the Democratic National Convention, held in the same hall, drew more people. And best of all, $21,000.00 was raised for Chicago charities.

- The unqualified success of the Radio Revue is significant of the interest in radio in the Chicago market in which WMAQ is a dominant factor.

- For results use the Chicago market and in Chicago use WMAQ.

670 Kilocycles
. . Full Time . .
Cleared Channel

WMAQ

MERCHANDISE
. MART .
CHICAGO, ILL.

A NATIONAL BROADCASTING COMPANY NETWORK STATION

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

NATIONAL accounts reported by WCAE, Pittsburgh: Iodent Chemical Co., Detroit, (toothpaste) "Detectives Black & Blue," three evening transcriptions weekly, Maxon, Inc., Detroit; Rumford Chemical Co., Rumford, R. I., (baking powder) recipes twice daily, Atherton & Currier, New York; Maryland Pharmaceutical Co., Baltimore, (Rem) nightly weather forecasts, Katz Advertising, Baltimore; Foulds' Milling Co., New York, (flour products) "Tarzan of the Apes," transcription, five times weekly, Gotham Advertising Agency, New York; Woman's Home Companion, (magazine) daily talk, Martin-Pilling-Shaw, Inc., Philadelphia; General Mills Co., Minneapolis, "Skippy," transcription five times weekly, Blackett-Sample-Hummert & Gardner, New York; Beechnut Packing Co., Canojoharie, N. Y., "Chandu," transcription five days weekly, McCann-Erickson Co., New York; Louis Philippe, Inc., Chicago, (cosmetics) weekly transcription "Paris Night Life," Blackett-Sample-Hummert.

WOKO, Albany, N. Y. reports the following new and renewal national accounts: Florida Citrus Growers Clearing House Ass'n., Winter Haven, Fla., (citrus fruits) daily announcements, N. W. Ayer & Son, New York; Dodge Motor Car Co., Detroit, 13 five-minute transcriptions, through SHB; General Foods Corp., New York, (Maxwell House Coffee), 6 one-minute daytime announcements, through SHB; Hygrade Sylvania Co., Emporium, Pa., (radio tubes) 26 afternoon transcriptions, through SHB; Carleton & Hovey Co., Lowell, Mass., (Father John's medicines) Broadcast Advertising, Boston; Johnson Educator Food Co., Cambridge, Mass., (Educator crackers), four evening announcements weekly, Broadcast Advertising, Boston; Radio Cooking Club of America, Baltimore, four two-hour remote broadcasts for cooking school, Cecil, Warwick & Cecil, New York; Patrolmen's Benevolent Ass'n, special chain from WOR, Newark.

KFEQ, St. Joseph, Mo., reports the following accounts: Hamlins Wizard Oil Co., Chicago, daily studio program, 15 minutes, direct; Pedodyne Co., Chicago, (foot remedies), daily 1-minute announcements, Broadcasters Advertising Service, Chicago; Princess Pat Co., Chicago, (cosmetics) 5 minutes daily, Critchfield & Co., Chicago; Radio Products Co., Kansas City, (Tunicoil) 5 minutes daily, Clyde H. Smith Adv. Co., Chicago; Mid-Continent Petroleum Co., Tulsa, (D-X gasoline) daily announcements, R. J. Potts & Co., Kansas City; American Cereal Co., St. Joseph, Mo., (Little Jane cereal) 30 minutes daily except Sunday, direct; Jay Craver Mfg. Co., Kansas City, (Methylizer) daily announcement and one 15-minute program weekly, Manke-Osborne Advertising, Kansas City; Gee Bee Mills Co., St. Joseph, Mo., (Gee Bee Egg Mash) daily 10 minutes, direct; Colonial Poultry Farms, Pleasant Hill, Mo., (baby chicks) 3 announcements daily and one 15-minute program daily, direct; Old Nick Seed Treatment Co., Pattonsburg, Mo., (seed corn protector) 15 minutes daily, direct; Union Pacific Stages, Omaha, 10 announcements, Ernest Bader, Kansas City; Piano Kolorgraf Co., Chicago, (piano lessons) daily announcement, First United Broadcasters, Chicago; McCormick & Co., Baltimore, (Red Arrow insect spray) two daily announcements, direct.

AMERICAN SOCIETY for the Conservation of Vision, Chicago, is using a quarter hour string trio program over KYW, Chicago, each Monday night for 13 weeks, effective Jan. 16; account handled by Watson Advertising Co., Chicago. Simonize Co., (auto body cleaner) has renewed its contract for another 52 weeks over KYW, using a half hour program of musical recordings Sunday mornings in the Sunshine Hour; account handled by J. L. Sugden, Chicago. Beatrice Creameries, Chicago, (Meadow Gold Butter) has renewed for 13 weeks its programs of musical recordings Tuesday, Thursday and Saturday mornings, effective Feb. 2; programs run 15 minutes; handled direct.

WLS, Chicago, reports signing United Remedies Co., Chicago, (Peruna) six mornings a week for 52 weeks, 15-minutes, using the Prairie Ramblers hill-billy music; Heath Seehof, Chicago, is the agency. Vick Chemical Co., Greensboro, N. C., (salve) has placed through Thompson-Koch, Cincinnati, series of 15-minute programs effective Feb. 7. Keystone Steel and Wire Co., Peoria, (fences and farm equipment) has signed for a 15-minute presentation during the WLS Barn Dance Saturday nights; handled through Rogers & Smith, Chicago.

DOLLAR CRYSTALS Co., Fort Worth, Tex., (Texas Mineral Crystals) has signed with WJJD, Chicago, for series of quarter-hour programs featuring Bub Pickard of the Pickard Family in old time songs. Programs run six days a week for indefinite period; handled direct.

HOUSEHOLD FINANCE Corp., Chicago, (personal finance) is sponsoring the home games of Northwestern University basketball team over WIBO, Chicago; contract includes five games; Joe Greis announces the games; account handled by Charles Daniel Frey, Chicago. Princess Pat Co., Chicago, (cosmetics) is using daily except Sunday quarter-hour transcription programs on WIBO for an indefinite period; handled through Critchfield & Co., Chicago. Peck & Hills Furniture Co., Chicago, is sponsoring a half-hour organ program six mornings a week for an indefinite period; handled direct. Diet Aid, Inc., Chicago, (reducing treatments) is using daily quarter-hour program of musical recordings; handled direct.

WNAC, Boston, reports the following new accounts: Iodent Co., (toothpaste) "Detectives Black & Blue," three 15-minute transcriptions weekly, Jan. 16 to Jan. 12, 1934, Maxon, Inc., Detroit; Roman Meal Co., Tacoma, Wash., (cereal meal) "Roman Gladiator," two 15-minute morning transcriptions weekly, Feb. 7 to March 5, Chambers & Wiswell, Boston; BOSTON SUNDAY ADVERTISER (Hearst Newspaper), "American Weekly dramatizations," two night transcriptions weekly, Jan. 4 to April 1, direct; this account also on WEAN, Providence.

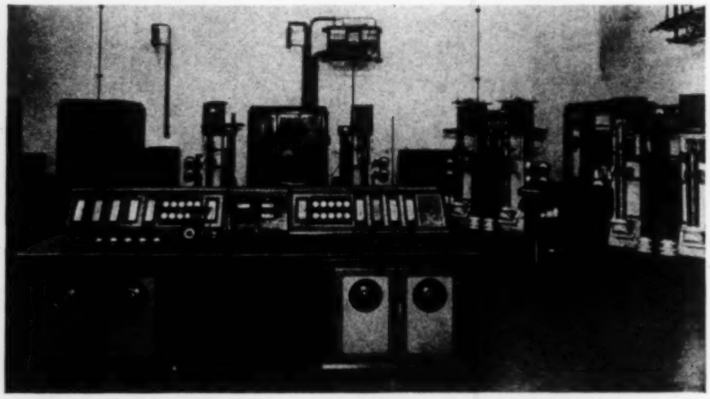
NEW ACCOUNTS reported by KTAB, San Francisco: Pacific Coast Auto Show, of announcements for three weeks in January; Radio Mail Advertising Co. has contracted for 26 fifteen-minute periods each Thursday to advertise KALBI Coffee, first to appeal to Italian population, later to English-speaking listeners; Young's Advertising Agency has started beauty talks each Monday for Lillian R. Beauty preparations; Lincoln Finance Corp., 52-week contract for electrical transcriptions with music by Dr. Hugo Risenfeld; Cook's Mineral Water, daily except Sunday.

WFBG, Altoona, Pa., reports the following new accounts: Freihofer Baking Co., Altoona, spot announcements twice daily, 26 weeks, through Richard A. Foley, Philadelphia; International Bible Students, New York, Watch Tower transcription lectures each Sunday morning, handled direct; Household Finance Corp., Chicago, (loans) 5 announcements daily, handled direct; General Foods Corp., New York, (Maxwell House Coffee) announcements twice daily for two days, through Scott Howe Bowen, New York.

ENTERPRISE ALUMINUM Co., Massillon, O., (Dripolator and cooking utensils) on Jan. 16 started program on WHK, Cleveland, through Beaumont & Holman Co., Cleveland agency.

KEN-RAD Corp., Owensboro, Ky., is sponsoring series of mystery yarns on WLW, Cincinnati, through Proctor & Collier, Cincinnati. Prizes are awarded for best solutions.

DR. C. H. BERRY Co., Chicago, (Kremola skin food) has signed with WMAQ, Chicago, for another 13 weeks using quarter hour musical and talks; handled direct.



THROUGH THE CONTROL ENGINEER'S EYES—General view of transmitter room at Leipzig, Germany's most powerful broadcasting station. At rear right of control desk are the 150 kw. porcelain-mounted tubes. Radio Leipzig is rated at 120 kw. in the aerial and operates on 770 kc.

WRVA, Richmond, Va., reports the following accounts: The Musterole Co., Cleveland, two evening transcriptions weekly, 13 weeks, through WBS; General Baking Co., New York, daily except Saturday and Sunday, 11 weeks, through Shepperson-Birnie & Stephens, Richmond; Benjamin Moore & Co., New York, (paints) Friday mornings, 26 weeks; The Ayer Co., Lowell, Mass., (Cherry Pectoral) night announcements daily except Sunday, 6 months, Broadcast Advertising, Inc., Boston.

WDBJ, Roanoke, Va., reports the following accounts: Stanback Co., Salisbury, N. C., (headache powder) spot announcements thrice weekly, direct; Three Minute Cereal Co., Cedar Rapids, Ia., (oat flakes) "Secret Three", mystery story for children, 5¼ hours weekly, Blackett-Sample-Hummert & Gardner, Chicago; Vick Chemical Co., Greensboro, N. C., (Vaporub) 6 spot announcements weekly, Thompson-Koch Co., Cincinnati; Richmond Maid Mfg. Co., Richmond, Va., (baking powder) daily spot announcements with weather reports, Advertising, Inc., Richmond.

EVELYN PREER MEMORIAL Ass'n founded in Los Angeles to erect and endow a memorial in honor of the late colored star, will use KRKD, Los Angeles, once a week for 52 weeks with series of programs called "The Creative Negro." Opening program in January featured Clarence Muse and his Sleepy Time Troubadors. Muse, colored stage, screen and radio star, and writer of "Sleepy Time Down South," founded the memorial.

GENERAL FOODS Corp., New York, (Maxwell House Coffee) on Jan. 19 sponsored temperature reports on KDKA, Pittsburgh, Jan. 19-28, inclusive; Scott Howe Bowen, New York, handles account.

WOV, New York, reports the following accounts: I. J. Fox, New York, (furs) "Fur Trappers" orchestra, three afternoons weekly, 13 weeks, Peck Advertising Agency, New York; Diamond Candle Co., Brooklyn, daily half hour with tenor, 13 weeks, through Martin & Sandack, New York; Canadian Fur Trappers, Bob Godet's orchestra, daily, direct; Cerribelli & Co., New York, (Brioschi Effervescent) Sunday accordian program, 13 weeks, direct; Dr. Daniel R. Hodgdon, New York, (food talks) and Charm Tea Co., New York, daily musicale, direct.

WCLO, Janesville, Wis., reports signing Sinsheimer Shoe Co., Milwaukee, daily 5-minute program, 13 weeks; Paxton & Gallagher, Omaha, (Butternut Coffee), three 15-minute programs weekly, 20 weeks, through Buchanan-Thomas Advertising Co., Omaha.

IODENT CHEMICAL Co., Detroit, (toothpaste) on Jan. 16 added 12 more stations to carry its "Detectives Black and Blue" transcription feature, handled through SHB. Stations are WNAC, WRC, WIP-WFAN, WGR, WGAR, WIBX, WWJ, KWK and WCAE.

JOHN F. JELKE Co., Chicago, (food products) is using WENR, Chicago, in a two-weeks campaign of daily announcements stressing "Buy American"; handled by Blackett-Sample-Hummert & Gardner, Chicago, and WBS.

QUAKER OATS Co., Chicago, (cereals) is sponsoring a children's show, "Dick Daring," five afternoons a week over WENR, Chicago, for the period Jan. 16 to April 14. Account handled by Lord & Thomas, Chicago.

B. W. KLEIN, Inc., New York, (shoes and shoe repairing) on Feb. 22 starts Dennis and Reese (piano, songs and patter) Sundays, 1-1:15 p.m., EST, on WEAF, New York, 13 weeks. Leon A. Friedman, New York, handles account.

THE MENGELS-HERALD Co., Baltimore, (King syrup) is sponsoring "The Dinkeldorffers", a comedy skit, once a week, daytime, for 26 weeks, on WORK, York, Pa.

TYPE G-20
Grille Microphone

BRUSH

ANNOUNCES

a new principle in recording, reproduction and measurement of sound; available in a* COMPLETE LINE *of* MICROPHONES *having the following general characteristics.*

1. **EXTREME RUGGEDNESS.** Having no delicate mechanical parts, the Brush Grille type microphone is almost unbreakable, is unaffected by vibration or shock and cannot be overloaded.
2. **TRANSPARENT TO SOUND.** Being constructed of a number of "sound cells"* arranged edgewise to form a grille, there is a minimum distortion of the wave front, no reflection or pressure doubling and no cavity resonance.
3. **IMPROVED FIDELITY.** No low cut-off. Absolutely flat response over the whole broadcast range. To obviate the necessity of using a compensated amplifier the microphone is designed to have a rising characteristic from 6,000 cycles to 10,000 cycles.
4. **NON-DIRECTIONAL.** Therefore ideal for studio work.
5. **ELECTRICAL AND PHYSICAL CONVENIENCE.** Light and strong. It may be used in any position. High capacity—low impedance. High output level. Only two conductors, no field current or polarizing voltage, therefore free from background noise.

Following types now available:

TYPE G-20 (Illustrated two-thirds full size) is the general purpose studio microphone. It consists of twenty "sound cells"* connected to give the required output — mounted in monel-metal cage and plug. May be unplugged from stand and plugged into overhead suspension in a few seconds.

TYPE G-1 — single 'sound cell' in case 1½" x 1" x ¼" must be within about 30 feet of preamplifier. Ideal where microphone must be concealed in film recording; for announcing, for use in parabola and as "lapel" microphone.

CONDENSER HEAD SUBSTITUTES — May be used to replace present condenser head in amplifier, converting condenser into crystal microphone, doing away with frequent adjustments and greatly improving the response.

**Sound Cells:* Brush Piezo-electric "Sound Cells" are crystal energy-converters whose active surfaces are less than one-half square inch each. This extraordinarily small size results, as already noted above, in absolutely natural response never possible with diaphragm-type microphones. It has the additional advantage that any number may be combined in a single microphone according to the output required.

Write for Folder "G" and Price List

THE BRUSH DEVELOPMENT COMPANY

3717 EUCLID AVENUE . . . . CLEVELAND, OHIO

●

BALDWIN INTERNATIONAL, LTD.
Toronto, Ontario, Canada

●

NEUFELDT & KUHNKE, GMBH
Kiel, Germany

Bans Quack Medicine

ONLY MEDICAL radio advertising which is approved by Canadian health authorities will be permitted by the Canadian Radio Commission, according to Hector Charlesworth, chairman. This will be the first reform to be effected by the recently established regulatory body.

NOW!
You Can Have
A COMPLETE LIST
of
NATIONAL ADVERTISERS
and
ADVERTISING AGENCIES
The Standard Advertising Register
Arranged Either by
PRODUCT GROUPING
or
GEOGRAPHICALLY
as you choose
Let Our Nearest Office Show You this Wonderful Service
CONSULT OUR NEAREST OFFICE
National Register Publishing Co.
EASTERN OFFICES
853 Broadway, New York
7 Water St., Boston
WESTERN OFFICES
140 So. Dearborn St., Chicago
235 Montgomery St.,
San Francisco

NETWORK ACCOUNTS

P. LORILLARD Co., New York, (Old Gold cigarettes) on Feb. 18 starts Fred Waring's Pennsylvanians and a popular comedian to be selected over 55 CBS stations, Wednesdays, 10-10:30 p.m., 13 weeks. Lennen & Mitchell, New York, handles account.

MIRACUL WAX Co., St. Louis, (Dri-Brite wax) on Feb. 23 starts the Roundtowners Quartet and Magic Tenor over a CBS network, Thursdays, 11:30-11:45 a.m., EST, 13 weeks. Negotiations for account handled for CBS by KMOX. Anfenger Advertising Agency, St. Louis, handles account.

REAL SILK HOSIERY MILLS, Indianapolis, on Feb. 5 starts Vincent Lopez and orchestra and dramatic skit on NBC-WJZ network, Sundays, 10:15-10:45 p.m., 13 weeks. Erwin, Wasey & Co., Chicago, handles account.

THOMPSON PRODUCTS Co., Cleveland, (automobile parts) on April 12 starts male quartet and humorous dramatic skit, "Service with a Song", on NBC-WJZ and supplemental networks, Wednesdays, 8:30-8:45 and 11:15-11:30 p.m., EST, 12 weeks. H. W. Kastor & Sons, Inc., Chicago, handles account.

NATIONAL BISCUIT Co., New York, (Wheatworth crackers) on Feb. 13 renews "King Kill Kare" on limited NBC-WJZ network thrice weekly, 21 weeks. Batten, Barton, Durstine & Osborn, New York, handles account.

R. L. WATKINS Co., New York, (Dr. Lyons toothpowder) on Feb. 5 renews "Manhattan Merry-Go-Round" on NBC-WJZ network, Sundays, 3:30-4 p.m., EST, 13 weeks. Blackett-Sample-Hummert & Gardner, New York, handles account.

MANDEVILLE KING Co., Rochester, N. Y., (flower seeds) on April 7 starts talks on flower gardening by Holmes Bloomer, director of research, on NBC-WJZ network, Fridays, 10:45-11 a.m., EST. W. L. Wright Co., Rochester, handles the account.

GENERAL BAKING Co., New York, on Jan. 13 renewed "Bond Bread Program" with Frank Crummit and Julia Sanderson, Fridays, 10:15-10:45 a.m., on 24 CBS stations. Account handled by Batten, Barton, Durstine & Osborn, New York.

MODERN LIVING, Inc., New York, (magazine) on Jan. 15 started series of health talks on 6 CBS stations, daily, 9:30-9:45 a.m. Ruthrauff & Ryan, New York, handles the account.

SWIFT & Co., Chicago, (Formay) on Jan. 3 renewed "Happy-Go-Lucky Hour" on CBS-Don Lee network, Tuesdays and Thursdays, 2-2:15 p.m. J. Walter Thompson Co. handles account.

LAVORIS Chemical Co., Minneapolis, (mouth wash) on Jan. 28 changed time of "Easy Aces" on CBS to Tuesdays, Thursdays, Saturdays, 8-8:15 p.m.

MUSTEROLE Co., Cleveland, on Feb. 2 added Thursdays to its CBS program heretofore broadcast on Mondays and Wednesdays, 8-8:15 p.m.

THOMAS COOK & Son, New York, (travel and tours) on Feb. 12 and thereafter will be on new schedule on NBC-WJZ network with "Cook Travelogue" Sundays, 1:15-1:30 p.m., EST.

I. J. FOX, Inc., New York, (furs) on Jan. 17 changed time on NBC-WEAF network to Tuesdays and Fridays, 7:30-7:45 p.m., EST.

SPRATT'S PATENT, Ltd., Newark, (dog food) on Feb. 13 and thereafter will be heard Mondays, 8:15-8:30 p.m., PST, with "Don Carney Dog Chats" on NBC-KGO network, instead of schedule previously announced. Monday night programs on NBC-WJZ network will be heard as previously announced.

STICKNEY & POOR SPICE Co., Boston, on Jan. 26 shifted its "Stickney Stuffing Program" on NBC to Thursdays, 2:45-3 p.m. over WEAF, WEEI, WTIC, WJAR, WTAG and WCSH. Former Friday morning schedule with WJZ was last heard Jan. 20.

KSO
DES MOINES
... catches killer!
KSO
DES MOINES
KWCR
CEDAR RAPIDS
WIAS
OTTUMWA
Owned and Operated By...
THE DES MOINES REGISTER AND TRIBUNE
Pistol shots pierced the stillness of a December evening . . . a man fell dead . . . the killer escaped only to be caught a few hours later!

A reporter at the scene of the crime obtained a description of the gunman's car . . . phoned it to the city editor . . . the city editor called the studio . . . within a few minutes after the shooting it was "on the air." Thousands heard this broadcast. A man on the South Side recognized the car description and called the police . . . resulting in a quick arrest and confession of the killer!

Being "next door to the news" enables KSO to broadcast such events quickly . . . as a result this station enjoys an intense listener audience!

Write for descriptive circular—"KSO—Sells Goods in Des Moines"

AGENCIES AND REPRESENTATIVES

BLACKETT-SAMPLE-HUMMERT & GARDNER, representing a merger last autumn of Blackett-Sample-Hummert, Inc., New York and Chicago, and Gardner Advertising Co., St. Louis, will be discontinued Feb. 1, each company reverting to its former status and each company taking over the accounts it had prior to Oct. 1, 1932.

EMIL BRISACHER & STAFF, San Francisco, has been appointed to handle the radio and newspaper advertising of Madelon Pure Food & Beverage Co., San Francisco, and the radio advertising of California Bottling Ass'n, San Francisco.

GLENN W. HUTCHISON, former commercial manager of KMOX, St. Louis, and before that St. Louis manager of the H. W. Kastor & Sons agency, has been appointed vice president in charge of the radio department of Chappelow Advertising Co., St. Louis.

CECIL, WARWICK & CECIL, New York, has been appointed by William R. Warner & Co., New York, (Sloan's Liniment) to handle its radio advertising. Cowan & Dengler, New York, will continue to handle all other Sloan's Liniment advertising.

HENRY ECKHARDT, of Kenyon & Eckhardt, Inc., New York, has been appointed chairman of committee on agency practice of the American Association of Advertising Agencies. Members of the committee include: Harrison Atwood, McCann-Erickson, Inc., New York; George T. Eager, Batten, Barton, Durstine & Osborn, Inc., New York; William Reydel, Newell-Emmett Company, Inc., New York; Willard S. French, Brooke, Smith & French, Inc., Detroit; L. W. Baillie, J. Walter Thompson Co., New York; and Winthrop Hoyt, Charles W. Hoyt, Inc., New York.

GRAND RAPIDS, Mich., has been chosen as the spring meeting place of the Advertising Federation of America, with which the NAB is affiliated, the week of June 25.

FREDERIC W. ZIV, Inc., Cincinnati advertising agency active in the radio field, moved its offices Feb. 1 to 1407-08 Ingalls Building, Cincinnati, occupying larger quarters because of increased personnel.

E. R. SQUIBB & SONS, New York, has appointed Hanff-Metzger, Inc., to handle its radio programs.

PROSPECTS

THOUGH newspapers in middle western states are to be used in the new campaign of Mid-Continent Petroleum Corp., Tulsa, Okla., to introduce its new D-X brand of gasoline, the brand name alone makes it a "natural" for radio, especially for a late night spot to appeal to distant listeners with prizes, etc. R. J. Potts & Co., Kansas City, is handling account.

PX PRODUCTS, Inc., Los Angeles, has appointed Smith & Drum, Los Angeles agency, to handle its new radio, newspaper and direct mail campaign.

DR. C. H. BERRY Co., Chicago, (Kremola freckle ointment) makes up lists during February, using radio and other media; annual appropriation, $25,000. Advertising is placed by Guenther-Bradford & Co., Inc., Chicago.

IVANHOE FOODS, Inc., Auburn, N. Y., (Ivanhoe Mayonnaise, etc.) has placed its 1933 advertising campaign with N. W. Ayer & Son, Philadelphia; Don McConaughey, 500 Fifth Ave., New York, is account executive. Plans include using radio.

May Sell WJBO

NEGOTIATIONS for the sale of WJBO, Baton Rouge, La., to a corporation controlled by Charles P. Manship, publisher of the BATON ROUGE STATE TIMES AND ADVOCATE, are under way, according to New Orleans reports. New studios are being constructed in the Hotel Heidelberg, with new Western Electric equipment being installed at a cost of $27,000. It is understood that Sam D. Reeks, formerly with WJBO and now president of WABZ, New Orleans, may return to Baton Rouge. WJBO is a daytime 100-watter on 1420 kc. Its present owner is Val Jensen.

No Longer Licenses

INDEFINITE postponement of its consideration of the Lafount proposal to extend the terms of broadcasting licenses from six months to one year as a means of stabilizing broadcasting conditions, and in line with Federal economy, was voted by the Radio Commission Jan. 20. Action was taken in view of the forthcoming North American conference on the distribution of wave lengths inasmuch as shifts in assignments may be occasioned following those deliberations.

AS PHENOMENAL
as the growth of
RADIO ITSELF

BROADCASTING

THE NEWS MAGAZINE OF THE FIFTH ESTATE

Born in October, 1931, during the lowest ebb in the depression, [published from the start as a semi-monthly and continuing as such] announces pridefully that its advertising lineage for the first three months of its second year was 16.2% ahead of the same period of its first year.

540 kc. explains CKOK'S amazing coverage—

A Series of Experiments Conducted By PROF. J. F. BYRNE of Ohio State University, and described in "Modern Radio," of October, 1932, revealed "the staggering advantages of the 550 kc. end of the band. At 60 miles, the 550 kc. station lays down a signal TEN TIMES as strong as the 1500 kc. station." *And CKOK's frequency is 540 kilocycles.*

But there's no need of explaining scientifically the enthusiasm and responsiveness of CKOK's huge audience throughout Michigan, northern Ohio, Ontario and northern Indiana. Columbia features and the best of local talent are responsible for that.

CKOK
THE INTERNATIONAL STATION
5,000 Watts - 540 KC. - 555.6 Meter
CLEARED CHANNEL
Columbia Basic Network
Union Guardian Bldg.,
Detroit, Mich.
Guaranty Trust Bldg.,
Windsor, Ont.

STUDIO NOTES

FORMATION of the Southwest Artists Service is announced by WFAA, Dallas, Texas. Mrs. John F. Lyons is managing director of the organization, which will be affiliated with the NBC Artists Service and other leading artists' bureaus of the east.

A NEW program on WOR, Newark, is "The Guest Conductor's Hour". Harry Salter was featured in the first broadcast Jan. 16. Other conductors scheduled are Paul Specht, Andy Sanella, Archie Bleyer, Carl Fenton, Phil Spitalny and William Scotti.

TWO PROGRAMS designed to attract prospective college students to the School of Commerce of Northwestern University were presented Jan. 22 and 29 over WGN, Chicago. Dean Ralph E. Heilman of the Commerce school, Kenneth L. (Tug) Wilson, athletic director of the university, and Joe Reiff, varsity basketball captain, spoke briefly on student activities. The programs were of 15 minutes duration and the first of this type attempted by the university.

A SPECIAL program dedicated to the "Buy American" campaign is being broadcast each Wednesday night by WBT, Charlotte, N. C., with the station's principal stars participating.

NEW PROGRAMS on WCKY, Covington, Ky., include: The Low Lifers, a Saturday night jamboree; the Lamm Family, including Jane, 8, in instrumental music and harmony; the Drifters, in Hawaiian and South Sea melodies. Sarajane's Story Time is also proving popular as a new feature of WCKY, Covington, Ky. Sarajane is a 16-year-old high school girl, with a highly original manner of telling fairy tales. She is heard on Saturdays at 9:45 a.m.

"HIGH SCHOOL NEWS" is the title of a program presented each Saturday morning over KYA, San Francisco, by Lester Malley, young station announcer. A student at the local high school, Lester formerly presented a program featuring school talent.

SOME of the most prominent speakers in several fields have been presented weekly in talks over the Yankee Network by the New England Council since the inauguration of the program series last fall.

AN ATTRACTIVE brochure and folder for agencies and advertisers has been prepared by WHK, Cleveland. Devised by Deane Kintner, public relations director, the folder contains a receptacle for the convenience of its users in which is to be placed the reference and market data to be mailed periodically.

KROW, Oakland, has started a series of Friday night mystery plays directed by Elmer Pemm and written by Paul H. Johnson.

MR. AND MRS. Freeman Gosden and Mr. and Mrs. Charles J. Correll were guests of honor at a novel entertainment given in the St. Regis hotel, New York, Jan. 16, by Mrs. Julius Walsh, society matron. It was called a "Kalico Party," with calico dresses and old shoes, etc., worn by the guests, all prominent in society, radio, stage and artistic circles. There was a "Madam Queen" beauty parlor, a "Fresh Air Taxi" occupied by the musicians and badges denoting membership in the "Mystic Knights of the Sea." Among guests were Mr. and Mrs. M. H. Aylesworth, Mr. and Mrs. George McClelland, Mr. and Mrs. Charles Gann, Mr. and Mrs. Morton Downey, Mr. and Mrs. Al Jolson, Gracie Allen and George Burns.

KGER, Long Beach, Cal., moved its Los Angeles studio on Jan. 16 from the Bendix Bldg. to Arnold's department store at Sixth and Broadway. At the same time the executive offices of the station were transferred from Long Beach to Los Angeles. New quarters will include two studios and the business offices. Long Beach branch studio will continue in use on certain occasions.

"THE RADIO Playhouse and Some Other Ideas" titles an illustrated leaflet issued by Radio Productions, Inc., Los Angeles. The activities of the firm include furnishing audition and rehearsal quarters to advertising agencies and sponsors.

KHJ, Los Angeles, has inaugurated a series of mid-week studio frolics fashioned after musical comedies, though there is no central theme. Premiere for the series was given in January under the title of "Hey, Nanny, Nanny", with "Ha-Cha-Cha" following. Ken Niles is master of ceremonies.

WMCA, New York, on Jan. 20 resumed broadcasting of boxing, wrestling and hockey from Madison Square Garden after a conference between Donald Flamm, president of WMCA, and William F. Carey, president of Madison Square Garden. The resumption of fight broadcasts, discontinued last fall after the Schmelling-Walker bout, was effected because of the hundreds of pleas from listeners, particularly shut-ins.

A RECORD receipt of 765,335 fan letters during 1932 is reported by WBBM, Chicago. This is 50 per cent more than the mail received in 1931. December was the high month, with 123,022 letters and cards.

A MUSICAL experiment, constituting a rapid tour of the WOR studios and enlisting the station's outstanding talent, has been made a Friday feature on the Newark station because of its immediate popularity. The feature is titled "The WOR Limited".

WEAO, Columbus, O., has joined the Ohio School of the Air for the Monday and Tuesday afternoon sessions only.

INSTALLATION of a complete Robert Morton pipe organ in its studios in the Winthrop Hotel is announced by KMO, Tacoma, Wash. The organ was dedicated in a special program Jan. 12.

THE P. H. BUTLER grocery chain, Pittsburgh, sponsored an hour's broadcast from the scene of its annual employes ball Jan. 19 over WWSW, Pittsburgh. The various branch managers and employes were introduced by Frances Owen, program director and chief announcer, during the program.

A NOVEL New Year's Eve program, which promises to become an annual feature, was introduced this season by WPAD, Paducah, Ky., when it broadcast a program from the Kentucky penitentiary at Eddyville with all talent selected from the prison's inmates.

D. RHYSFORD, noted musician, composer and critic, writing in The Druid, American-Welsh paper of Pittsburgh, picks the Salt Lake Tabernacle Mormon Choir, heard Sundays from KSL over a national CBS network, as the best All-American choir.

PRACTICAL LAW is being discussed by an expert over WLS, Chicago, every Saturday from 1:45 to 2 p.m. EST, in the "Legal Forum of the Air." The program is arranged through the cooperation of the Chicago Kent College of Law and the Commerce Clearing House of Chicago. Edmund Webster Burke, faculty member of Kent College and a Chicago attorney, explains practical problems in law for the laymen.

TWO NOVEL programs have been started by KYW, Chicago. One is known as "The Book Theater," which offers dramatization of recent outstanding books each Friday at 8:15 p.m., and the other is "Star Dust," a quarter of an hour of gossip about radio stars, done by Ulmer Turner, radio editor of the Chicago Herald & Examiner. Robert Willson, book editor of the Chicago Herald & Examiner, and Parker Wheatley, of the KYW staff, are in charge of "The Book Theater." Socially prominent persons in Chicago are engaged to take leading roles in the dramatization.

Radio Editors in Roles Of WMCA Entertainers

A PROGRAM presented entirely by radio editors was featured over WMCA, New York, for 30 minutes the night of Jan. 23. Of a comic variety, the feature was devised by George Bricker, head of the station's press department. The idea was to reveal what the radio editors, who pan so many programs, could do in the way of entertaining.

Among the radio editors on the program were Nick Kenny, New York Mirror; Mike Porter, "Aircaster" of the New York Journal; Jo Ranson, Brooklyn Eagle; Dave Bratton, Brooklyn Times Union; Abe Greenberg, who shares the radio column of the New York News with Ben Gross; Murray Rosenberg, Brooklyn Citizen, and C. J. Ingraham, Jersey Journal.

WORD of the death of Herr Ernst V. Szots, director of the Budapest Broadcasting Co., who has represented Hungary in all conferences of Europe's International Radio Union, has been received here. Herr Szots died Dec. 17 at the age of 45, the reported victim of overwork. It was on his initiative the Radio Budapest began constructing a 150 kw. transmitter and four relay stations, which are scheduled for completion this year.

DOOLITTLE & FALKNOR, Inc.
FREQUENCY MEASURING SERVICE

May be arranged to provide daily or any specified number of measurements per week as well as individual measurements at station's request.

Write for prices on schedule suitable to your needs.

1306-1308 W. 74th St. *Phone:* Stewart 2810
CHICAGO, ILLINOIS

Baseball and Radio

(*Continued from page 13*)

of both club owner and broadcaster.

Perhaps the greatest blunder made by the broadcasters lies in the financial arrangement made with the ball clubs. The broadcaster should be willing to pay a fair sum for the privilege of making the broadcast. After all, these broadcasts are almost invariably sponsored by an advertiser. The club owner is entitled to a fair sum in return for supplying an advertiser with a high class show. The payment of a fee for this privilege gives the broadcaster the healthy feeling that he is independent and has no strings attached to him.

Handicap of Free Broadcasts

IT HAPPENED to be the writer's pleasure to be associated with a certain leading station as sports announcer. The station was pulled into an agreement with the ball club which made independence well nigh impossible. The ball club pulled the wool over the eyes of the broadcaster by allowing the broadcast of the games for nothing in the way of financial compensation. There was to be compensation, it was later discovered —compensation in the form of ballyhoo for the ball club. Instead of feeling free to call a spade a spade and a blunder for the home club when it was a blunder, the announcer was tied hand and foot and practically forced to give a one-sided description of the game.

Sports broadcasting has come in for a great deal of criticism from persons in a position to criticize. The broadcasters are too willing to "sell out" to sports promoters who feel they are in a position of command. If radio is to achieve a definite and wholesome result in the field of baseball and other sports, it will have to stand on its own feet as newsmen have had to do to gain their position. Radio will have to fight for its right of freedom of speech.

3 Hot Spot Sustaining Features

Ready to Sponsor For Test Campaigns

THESE programs have been station tested and WCLO offers them in script form or will furnish professional talent for recording.

If sponsor's product is to be tested in the rich Southern Wisconsin-Northern Illinois market served by WCLO, you will receive complete merchandising service including dealer contact, audience check, window displays, and other introductory assistance.

Program No. 1—"Jerry Todd And His Gang"—an all-boy skit written by Leo Edwards author of famous Jerry Todd and Poppy Ott books published by Grosset & Dunlap. Clean, wholesome, exciting stories, nothing objectionable nor improbable. Provides excellent merchandise tie-in.

Program No. 2—"Raymond And Hazel" skit—young married couple. Written, produced and presented by WCLO Dramatic Director—six years in motion pictures, fourteen years on stage. Girl part portrayed by professional dramatist. As original and refreshing as any skit on the air, satisfies the sophisticated as well as the mass.

Program No. 3—"The Miniature Movie"—a 15-minute unit, a replica of the old silent drama, includes news reel, an illustrated song, and the drama. Written, as no one else could write it, by a blind man, thirty years in the show business. Presented to the radio audience in a new and unique manner. Gives sponsor opportunity to slip in message without irritation.

Any of the above programs are ready for recording.

WCLO announced new low rates in January issue STANDARD RATE & DATA. Offers sponsor more for his money than any station its size in the world. Recognized by those in the know as a model station.

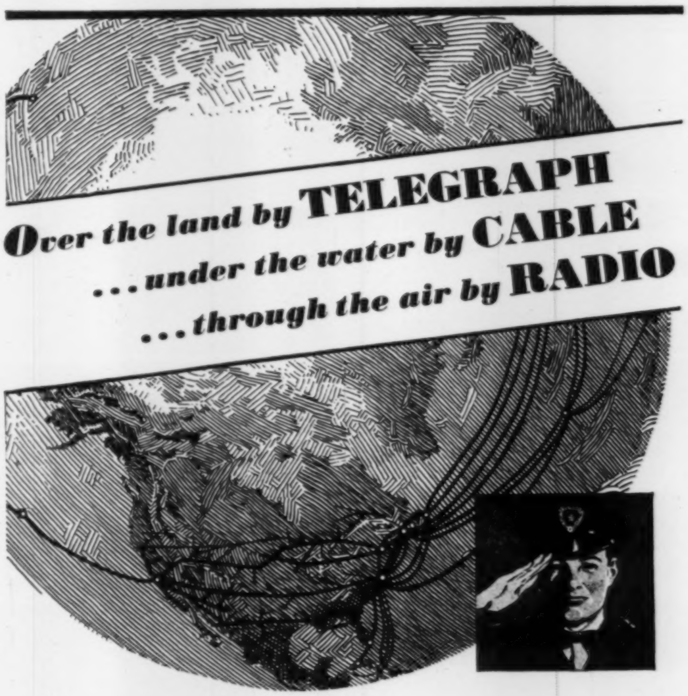
Ask any question about our market—240,000 people. Send for the only authentic newspaper and radio surveys of the rich Southern Wisconsin-Northern Illinois market.

WCLO is owned and operated by the JANESVILLE DAILY GAZETTE.

You ought to know about these mediums and this market.

WCLO Latest Western Electric Transmitter
JANESVILLE, WISCONSIN

"THE NATIONAL ADVERTISERS' PROVING GROUND"


Over the land by TELEGRAPH
. . . under the water by CABLE
. . . through the air by RADIO

. . Coordinated Communications that COVER THE WORLD

● Across the town or across the state . . . across the country or across the seven seas . . . it makes no difference when you use Postal Telegraph. For Postal Telegraph is part of the great International System, which provides fast, accurate, dependable message communication to the entire world through the perfect coordination of telegraph, cable and radio facilities.

Postal Telegraph reaches 80,000 places in the United States and Canada.* Working in conjunction with the other members of the International family, it reaches Europe, Asia and The Orient through Commercial Cables; Central America, South America and the West Indies through All America Cables; and ships at sea via Mackay Radio.

Use Postal Telegraph. As a member of the International System, it is the only American telegraph company that offers a world-wide service of coordinated record communications under a single management.

**In Canada, through the Canadian Pacific Railway Telegraphs.*

To Telephone a Telegram, Cablegram or Radiogram just call
"POSTAL TELEGRAPH"
or *dial* your local Postal Telegraph office.
Charges will appear on your telephone bill.

THE INTERNATIONAL SYSTEM

Postal Telegraph

Commercial Cables · All America Cables · Mackay Radio

NAB Retains Newton D. Baker

(*Continued from page 5*)

ASCAP that the new royalty scale not only has failed to yield the amount of revenue anticipated but also has aroused an ill-will on the part of stations that ASCAP apparently would like to eliminate. The letter brought an immediate retort from Mr. Schuette in the form of a bulletin to all stations. Mr. Schuette interpreted the Mills' letter as seeking cancellation of the present contracts and a shift of the royalty burden to the advertisers—a proposition which he said formerly had been made by ASCAP but which had been promptly rejected.

Dispatched on Jan. 25, Mr. Schuette declared in his reply to the Mills' pronouncement that, while the ASCAP official's letter asserted that the reason for the offer to cancel the existing contract "is a resentment of the charges contained in my bulletins", Mr. Mills' personal explanation to the press gives a different basis.

"In that explanation", Mr. Schuette asserted, "he complains that he has been severely criticized by his organization because he had made a 'bad deal' and that ASCAP should have gotten a substantially better result than was obtained. In other words, Mr. Mills proposes now to obtain an immediate revision upward of the ASCAP contract, and the revision upward which ASCAP wants is a contract which would retain the present sustaining fee but levy an additional 10 per cent royalty direct on the advertisers. The stations would pay the sustaining fee.

Warns Stations

"ALL broadcasting stations are therefore warned against risking the cancellation of their present contracts before they have been given the text of a revised contract that is acceptable to them. In his letter to the stations, Mr. Mills has reiterated his previous assurance that whenever the existing formula is changed all stations will be afforded an opportunity to revise their licenses in accordance with the new formula. Therefore, there is no occasion on the part of any station to cancel the existing contract.

"Mr. Mills says that because more than 400 broadcasting stations have signed the ASCAP license, this fact shows their approval of the ASCAP terms. As a matter of fact, I advised the stations to sign these contracts and I told them—at the St. Louis convention and elsewhere—that only by signing them could they escape the penalties threatened against them. Therefore, it does not follow, as Mr. Mills suggests, that any broadcaster who does not at once serve a notice of cancellation upon ASCAP will be assumed to disavow the statements made in these copyright bulletins."

Statements published in the press of Tin Pan Alley attributed to members of the ASCAP organization, state that royalty receipts from stations since the promulgation of the new rate method last fall have fallen far short of expectations. Whereas some $3,000-000 for 1933 was anticipated if business proved good, and whereas Mr. Mills himself predicted some $2,000,000, current receipts indicate revenues of about $1,000,000—this low figure being attributable to a combination of factors such as the reluctance of broadcasters to remit until they themselves have collected on accounts, and the general bad blood between the two groups.

Accuracy First

UNCERTAIN of the accuracy of the background he was attempting to build up for "Unknown Hands", the radio serial drama being done for the Beech-Nut Packing Co. by the World Broadcasting System, Walter Craig, program director, took time off Jan. 21 for a trip to Bermuda, the locale of which he was trying to reproduce. He will resume work on the transcription when he returns to New York Feb. 4.

Might Levy on Advertisers

THESE REPORTS also state that ASCAP has in mind abrogating the present broadcasting royalty scale and passing on the percentage burden to advertisers through agencies placing radio business. The American Association of Advertising Agencies already has protested the payment of additional royalties on transcribed and recorded programs to Music Publishers Protective Association, sister organization of ASCAP, and is considering legal action.

The belief is that if ASCAP can wipe out the present contract it will be in position to draft a new royalty scale that will apply to revenues of the networks via the agencies themselves. Failing in this, it is still within the realm of possibility that ASCAP will accede to the NAB demands that the percentage apply only to revenues from programs using ASCAP-controlled music, but on the condition that the percentage for the first year be raised—perhaps doubled—and graduated upward in succeeding years.

In his letter to NAB and all broadcasters, Mr. Mills said it was in direct response to that received through NAB Dec. 1 from Mr. Schuette, calling attention to the resolutions adopted by the NAB convention dealing with copyright and suggesting a revision of the license.

Society "Discontented"

"AS REQUESTED," he wrote, "this letter was presented to our board and has been fairly, thoroughly and exhaustively considered, discussed and deliberated upon; and I was directed to inform you that the members of our Society are quite as discontented with the formula expressed in the present license as the broadcasters can possibly be, and the society will welcome conferences with any committee of representative broadcasters looking toward a revision of the formula.

"The Society will not, however, confer on this subject any further with Mr. Schuette. On the letterhead of your association, bearing the typewritten signature of Mr. Schuette, a number of scurrilous and misleading communications have been sent by mail to broadcasting stations.

"These letters have referred to the Society and its activities in terms which we consider libelous, false and misleading, and contain opprobrious epithets which we strongly resent. The deliberate purpose of the propaganda expressed in them is obvious, and the hostility voiced indicates clearly to us that it would be hopeless to expect a constructive result from the viewpoint of either the broadcasters or the copyright owners from any conferences in which Mr. Schuette might participate. The content of these circulars purporting to be distributed from the offices of your association over the typed signature Oswald F. Schuette will be commented upon in a separate communication."

Mr. Mills added that more than 400 stations had accepted the new licenses. It is "unthinkable", he added, that they would have done so or would have entered into any contractual arrangement with "racketeers" of any nature. ASCAP, however, he declared, would be "very glad to accept from any broadcasters immediately cancellations of their existing license" if they feel that they entered into their present license under some form of duress.

"No broadcaster is under the

Have You Heard of
MR. FIX-IT?

■

Well, Listen . . . .

His mail, without any solicitation whatsoever, month in, month out, over a period of two and one-half years, has averaged well over 100 letters and postcards a day.

Mr. Fix-it has fixed everything from broken hearts to broken homes.

Mr. Fix-it can "fix" your product with one of the largest, most consistent, high-class radio audiences in St. Louis.

■

FOR PARTICULARS, WRITE TO

WIL

ST. LOUIS, MISSOURI

RCA

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, INC.
Commercial Department
A RADIO CORPORATION OF AMERICA SUBSIDIARY

66 BROAD STREET NEW YORK, N. Y.

XUM

slightest obligation to retain his present license from this Society," Mr. Mills continued. "As to any broadcaster who does not forthwith serve notice upon us of his desire to cancel the license, we shall assume he is not in accord with the comment regarding the formula explicit in this license which has been expressed in mimeographed letters forwarded to—'All Cooperating Broadcasters'—under dates of Dec. 8, 14, 28 and 31, 1932, and Jan. 9, 1933."

In other words, Mr. Mills said that broadcasters supporting in toto the statements attributed to Mr. Schuette in his communications now may cancel their licenses. Broadcasters not serving such notice, he said, will be accepted by ASCAP as not supporting the Schuette statements.

"All broadcasting stations are advised that if and when, as a result of any negotiation had with a committee of representative broadcasters, a departure from the existing formula is agreed upon, all will be afforded an opportunity to revise their licenses in accordance with such formula.

"We recognize that the matters at issue are of vital concern to the composers, authors and publishers of the world and no less to the users of music in public performances for profit; and we are quite as anxious as are the users or any group or individual of them that a truly constructive solution be found for any and all differences as between the two interests."

In the face of Mr. Mills' attack, Mr. Schuette, in his Jan. 25 bulletin, called attention to two instances involving restaurants in which he alleges ASCAP attempted to obtain performance licenses "under pressure". One dealt with a small restaurant which was informed that unless it paid a $5 per month fee it would not be bothered by ASCAP again "but by a representative of the U. S. District Court" in a case of infringement at not less than $250 per number. In the second, a chain of restaurants allegedly was threatened, after "spotters" had been placed in the businesses. But decisive opposition from the restaurant corporation, which removed the radios from its stores, caused ASCAP to withdraw its demand.

Following through on his "free music" campaign, Mr. Schuette announced as a second step in his experimental effort to supply independent music to broadcasting stations, that a new number is being sent to all stations. Titled "What is That Blue Song," the composition is given stations free of any charges. It was composed by Thomas Hearon, and published by Cronn & Hearon, 1587 Broadway, New York. This phase of Mr. Schuette's campaign has been ridiculed by Tin Pan Alley, but apparently is having the effect hoped for by the NAB copyright director.

WGAR, Cleveland, has started two unique programs. Mayor Ray Miller once a week interviews a city department head on a topic of current interest. Fred Jaske, in a program titled "Novel, Novel", reads a popular novel for a half hour each week-day afternoon, interpreting each character by voice variations.

Oppose Licensee Fees

(*Continued from page 16*)

munications, Inc., who showed that radio competes with cables which are not specially taxed and who called the new bill an unfair discrimination; K. B. Warner, secretary of the American Radio Relay League, who asked that the 30,000 amateurs, who pursue radio with no motive of profit, be exempted from the tax; Paul Goldsborough, president of Aeronautical Radio, Inc., and Edwin H. Duff of the Steamship Owners Association, who pointed out the additional burden the bill would place on their industries, and John C. Gall, secretary of the National Association of Manufacturers.

Penalty on Sponsors

MR. GALL, like Mr. Bellows, argued against the policy of supporting a regulatory body by special taxation of the field it regulates. He said:

"It ignores the public benefits claimed for government regulation by saddling the cost of regulation on the industry regulated. It would lend impetus to regulation of various industries upon a showing that all costs of regulation would be borne by the industry. It would make difficult, if not impossible, abolition of unnecessary regulatory bodies so long as they showed ability of the industries regulated to meet the 'tariff' thus imposed. If this is sound policy for the Radio Commission, the same argument can be made for the Interstate Commerce Commission, the Shipping Board, the Packers and Stockyards Administration, and many other bodies.

"Broadcasting is supported by advertising. If it were not for the paid programs the people of the United States would not enjoy the remarkable range of entertainment and educational programs which they receive today for the mere 'tuning in.' Manufacturers of nationally known products are the chief source of broadcasting revenues. This bill penalizes them for the use of this medium, for in the final analysis fees and other exactions levied against the broadcasters will be paid by their patrons. They will largely occupy the role of collectors. There is no sound reason why they should pay the cost of regulation designed, not for their primary benefit, but for the benefit of the listening public."

Finally, Mr. Gall pointed out that the bill in reality is tax legislation, which constitutionally must arise in the House of Representatives. The only testimony in favor of the bill was offered by S. Howard Evans, of the Ventura (Cal.) FREE PRESS, a bitter opponent of American radio, who took the position that the tax would more nearly equalize competition between radio and newspapers.

The proposed scale of license fees, as applied to broadcasters, was published in detail in the May 1, 1932, BROADCASTING.

MORE THAN fifty stations have asked Leo Fitzpatrick, manager of WJR, Detroit, for copies of the talks which he gives on the "Radio Realities" program every Sunday night. Many of these stations now are offering programs patterned after the WJR presentation. The program was described in the Jan. 1 issue of BROADCASTING.

• IF •

IF YOU ARE INTERESTED IN THE NATIONAL FIELD

Interest the National Field in Your Territory and Station . . .

"If we only had a salesman calling on all advertising agencies and national advertisers who use radio." This thought has probably passed through your mind many times. But it is rather an expensive idea for the average station manager to entertain. Yet *IT CAN BE DONE*—And Economically Too.

Your message in BROADCASTING will do it. BROADCASTING goes to the busy executives who haven't time to chat with salesmen—it is read by the very men you want to reach.

Here's what some of those executives think of Broadcasting:

"May I extend my hearty congratulations on the success of your magazine BROADCASTING. It is covering an important field and I find the magazine both interesting and informative. It should be of real value to all advertising agencies and to anyone who is engaged in the radio industry."
YOUNG & RUBICAM, INC.

"It seems to me that there is no better way to keep abreast of a broadcasting situation than to follow the valued contents of your magazine.

"In a word, I find no other periodical that could be satisfactorily substituted for BROADCASTING. I feel this opinion is due you."
ERWIN, WASEY & COMPANY, INC.
CHARLES F. GANNON, *Director of Radio.*

"The need for an authoritative publication in the broadcasting field is definite . . . you may count on our cooperation."
THE CRAMER-KRASSELT CO.
LEE TRACY

"Will you accept my compliments on the unusually fine and interesting publication you have."
UNITED ADVERTISING AGENCY, INC.
JEROME VAN WISEMAN, *Assistant to President.*

"You have gathered together a lot of interesting material on all phases of radio and we wish you success."
GOTHAM ADVERTISING CO.
WILLIAM MENKEL

"BROADCASTING covers the field broadly and specifically and I congratulate you on the splendid publication."
WORLD WIDE ADVERTISING CORP.
ROBERT B. MCCLEAN, *Vice-President.*

BROADCASTING
NATIONAL PRESS BUILDING, WASHINGTON, D. C.
THE NEWS MAGAZINE OF THE FIFTH ESTATE

XUM

Litigation Centers On Supreme Court

WIBO Case is Significant; Shuler Seeks Rehearing

ALL LEGAL eyes in radio still are focused on the United States Supreme Court, despite that tribunal's refusal Jan. 16 to review the Shuler case, raising the free speech issue. The legal fraternity, if not the whole industry, is also awaiting developments in the WIBO case because of its bearing on the legality of the Commission's quota regulations, property rights and the Davis equalization amendment.

The Department of Justice, which already has decided to appeal the WIBO decision in the Commission's behalf, shortly will file with the Supreme Court its petition for a review of the opinion of the Court of Appeals reversing the Commission's order deleting WIBO and WPCC, Chicago, which share time on 560 kc. to make way for WJKS, Gary, Ind. The Commission's decision was based purely on quota grounds, since Illinois is greatly overquota and Indiana underquota, but a majority of the court held the action was arbitrary and capricious and that the Davis amendment did not dictate mathematical equality in the state and zone distribution of facilities.

Many Overquota States

SINCE 27 states are overquota and would stand to suffer losses in facilities if the Commission were upheld in the final analysis, unusual significance attaches to the WIBO case. It is by no means certain that the Supreme Court will decide to accept the case for review since it can exercise its prerogative of selecting cases on certiorari.

Regret was expressed in legal circles over the refusal of the Supreme Court to grant a review of the Shuler case. Station KGEF, of Los Angeles, was deleted by the Commission more than a year ago because of the verbal outbursts of its militant pastor-owner, and the Court of Appeals sustained the Commission's action in a stinging opinion in which it severely rebuked the pastor for the nature of his broadcasts.

The petition for certiorari, however, filed by Louis G. Caldwell, former general counsel of the Commission, raised the question of free speech on the air— a point that was virtually ignored in the lower court's opinion. The Supreme Court, following custom, did not state its reasons for refusing to review the case.

Oral Arguments Set

A PETITION for rehearing shortly will be filed by Mr. Caldwell, although the highest tribunal has seldom granted such a request after having rejected the original plea. The American Civil Liberties Union already has announced that it will support the petition on free speech grounds, and one or two other organizations may join the move.

Oral arguments are scheduled before the Court of Appeals Feb. 7 in the cases involving WMCA and WNYC, New York, and WOQ, Kansas City, and KFH, Wichita. In the former case WMCA seeks full time on the 570 kc. channel, which it now shares with WNYC, operated by the City of New York. This authority was granted by the Commission but the municipal station appealed. WNYC was to have been shifted to a limited time assignment on 810 kc., switching with WPCH, New York, also owned by Knickerbocker Broadcasting Co., which operates WMCA.

The WOQ case has to do with the Commission's decision of more than a year ago ordering the station's deletion for violation of regulations and the assignment of its time to KFH, with which it now shares facilities. A third case scheduled for argument on the same day grows out of the appeal of the Symons Broadcasting Co., operating KFPY, Spokane, Wash., from a Commission decision changing the assignments of other stations in the state.

WBAL
BALTIMORE
■
Maryland's
Only Clear
Channel Station
●

"Only $3 for all this?"

You'll be surprised, too, when you see how much luxury and convenience you can enjoy at the Hotel Lexington for as little as $3 a day.

And here's another fact that'll make your expense account beam with gratitude—it costs only $1 a day more for two persons at the Lexington. A room which is $3 for one, for instance, is only $4 for two persons.

HOTEL LEXINGTON
In Grand Central Zone, Lexington Ave. at 48th Street
NEW YORK CITY
CHARLES E. ROCHESTER, *General Manager*

CLASSICAL MUSIC PREFERRED

Band Concerts Lead in Popularity Survey Conducted By WHEC of Rochester Area

A FIFTH of the average broadcasting hour would be devoted to classical or semi-classical music and only about half that time to popular music, according to a survey conducted by WHEC, Rochester, N. Y., to determine listeners' program preferences. The survey indicated that the following division of the radio hour would be most popular:

Classical and semi-classical music, 20 minutes; popular music, 12 minutes; religious programs, 6 minutes; drama, 7 minutes; educational features, 6 minutes; variety, 5 minutes; news and sports, 4 minutes.

More than 2,300 persons responded to the questionnaire-ballots in the survey conducted by the Gannett-owned station between Dec. 11 and 18. Twenty-one types of programs were listed in the ballots, which were printed daily in the ROCHESTER DEMOCRAT and CHRONICLE for nine days.

In tabulating the results of the survey, 21 points were given for first place, 20 points for second place, 19 points for third and so on. On this basis the ten types of programs most preferred in Rochester are:

Band concerts	27,855
News and sports	24,588
Orchestra-symphonic	23,904
Dramatic-humorous	23,806
Orchestra, semi-classical	23,493
Church services	20,555
Dramatic-serious	19,733
Educational lectures	18,226
Master of ceremonies	15,949
Organ, semi-classical	15,705

Organ, classical, was in nineteenth place, with 13,820 points, making a total of 29,525 for organ music under the two classifications. This would place organ music ahead of any other classification, but if the same method were followed with orchestra programs, classical and semi-classical, this type would lead with 47,397.

Eleventh place in the list in order of preference went to minstrel shows, with 15,659 points. Other preferences in order were as follows: vocal, semi-classical, 15,626; musical comedy, 15,447; religious lectures and forums, 15,045; schools of the air, 14,671; vocal opera, 14,500; vocal classical, 14,120; popular orchestra, 13,858; popular organ, 9,577; popular vocal, 7,593.

Radio's Phantom Foes

(*Continued from page 7*)

success. New advertisers, having investigated stories of radio returns, often expect results too quickly. They forget the time-proved principle that it takes repetition to mold public opinion in favor of a product or a service.

An official of a prominent national advertiser recently told me that his company, consistent users of newspapers and magazines over a period of years, undertook a radio advertising campaign. After two weeks of radio activity, the officials of the company were expectantly inquiring how much the business had increased.

Passing of Miracles

IT MAY develop that the many cases of instant success have been over-emphasized. If so, the general health of radio advertising would be better if the cases of dramatic and instant success were not too strongly merchandised. Like every other new form of selling, radio passed through a period when strong defense tactics had to be used. Such tactics are no longer necessary. Radio can do a job if the other merchandising factors—product, price, distribution, market—make profitable advertising possible. Radio no longer need perform miracles to justify itself.

STATION LR-5, to be known as Radio Excelsior, is scheduled for completion early this year to broadcast programs to the Buenos Aires and Argentine audience on 10,000 kc. (30 meters).

Third Network Being Planned

(*Continued from page 6*)

minimum of $250 a week for the sustaining programs. This charge is to be only tentative and subject to change by mutual consent.

"3. The local stations shall have the privilege of using the sustaining programs for local advertisers without accounting to the chain.

"4. The chain is to have the exclusive right to furnish national sustaining programs and also the exclusive right to furnish chain commercial time, and is to be given preference on such time over local advertisers.

"5. The chain is to be charged a maximum of 50 per cent of the card rates of each station.

"6. Network is to agree that 49 per cent of its profits are to be paid to stations constituting its network and the said profits to be divided proportionately.

Amalgamated, Mr. Trendle stated, is asking for a three-year contract, with an option of two years additional. He expressed the view, however, that a "sufficient number of protection clauses" could be worked into the agreement to cover affiliated stations if the network did not work out as agreed.

Pushes Midwest Activity

MR. TRENDLE said that considerable benefit should accrue from the plan to organize separate corporations for each section of the country. Executives of each affiliated station would serve as directors of such separate corporations and would have "considerable to say about the activities of the parent company". Mr. Trendle was appointed organizer of the midwest section. Since the plan is to begin operations on the east coast Feb. 15, he is endeavoring to complete the organization at once.

Tentative provisions have been made, Mr. Trendle indicated, for reservation of one hour of evening time, daily, for local broadcasting by all affiliated stations. Ample local time would be available, apparently, for daytime hours.

"I believe," Mr. Trendle concluded, "that the programs will be superior to anything given on either of the three networks now in operation, so that if you do take commercials, and get 50 per cent of your advertised card rates, you will be much better off than with either of the other networks." He urged quick action by the midwest group on the matter.

First announcement of the Amalgamated organization was made Sept. 23 (see Oct. 1 issue of BROADCASTING). It was stated then, however, that it would be a program organization, designed to produce programs with the Broadway tradition for advertising agencies, networks and independent stations. It was emphasized that the system would not engage in actual operation of stations over which its programs might be broadcast.

At that time it was announced that Mr. Wynn was president of the organization and that Arthur Hopkins, noted Broadway producer, had been retained as director of productions. Ota Gygi and T. W. Richardson, also well known theatrical men, were named as associate directors. Since then, however, it has been reported that Mr. Hopkins has withdrawn from the organization.

Original Plans Change

ELABORATE offices were established at 551 Fifth Ave. It was declared that two nationally known agencies handling large radio accounts had engaged Amalgamated and had placed accounts aggregating more than $1,000,000 with it for production of new programs. It was said that, when productions are ready for presentation, they would be offered through those channels believed best suited. Networks and agencies were expected to sponsor certain of them, and independent stations, particularly a selected group of metropolitan stations, also were to have been invited to participate in this "uplift movement in broadcasting".

The Whetstone enterprise had its origin more than a year ago. Walter Whetstone, Jr., of Philadelphia, and his father, a public utilities operator, were its moving spirits. They had procured by purchase or lease stations in several eastern cities. It was launched last year as a projected transcription chain bearing the name "Pan-American Broadcasting System", but then changed to "live" network. The "live" chain was called "Metropolitan Broadcasting System". It apparently did not progress very far, however, because of the overtures made to stations by several other enterprises proposing new networks and on account of the natural skepticism that exists since so many similar schemes have come to naught.

Urges KWEA Denial

DENIAL of applications of W. K. Henderson for renewal of the license of KWEA, Shreveport, La., and for removal of station to Baton Rouge were recommended Jan. 24 by Examiner Hyde. He also urged refusal of the application of W. H. Allen & Co. to establish a new station at Alexandria, La., for operation on KWEA's facilities. The examiner states that KWEA's equipment is obsolete and that removal of the station to Baton Rouge would not serve public interest. Henderson's other station, KWKH, Shreveport, is also set for hearing on license renewal in February.

Navy Protests

HEARING before the Radio Commission on the protest of the Navy Department against the location of the new transmitter of WJSV, Alexandria, Va., on the Mt. Vernon road, has been scheduled for Feb. 15. Letters of complaint have been filed by the Navy that the new 10 kw. CBS transmitter is too close to the Naval Research Laboratory at Bellvue and is causing blanketing and harmonic interference on the short wave stations there.

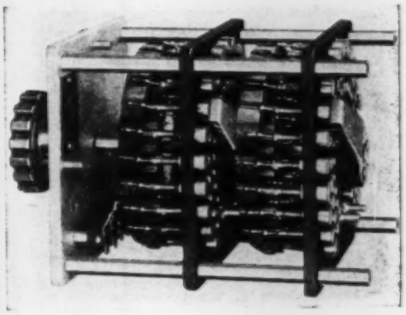
A Master Gain Control

Low Noise Level

Panel at Ground Potential

Positive Grip Knob

Negligible Frequency Error



Type 552 Volume Controls are available in T- and H-sections with impedances of 200 or 500 ohms, and in L-sections with impedances of 50, 200, or 500 ohms.

Total attenuation 30 db. in steps of 1.5 db.

PRICES:

L-type $28.00
T-type 34.00
H-type 48.00

For Microphone Mixer Circuits

Type 652 Volume Control

is a slide-wire type of attenuator combining compactness and low cost with excellent electrical and mechanical properties. It uses a ladder-type network which has a linear attenuation characteristic and nearly constant impedance. The noise level is extremely low.

Impedance: 50, 200, or 500 ohms.

Infinite Attenuation: linear from 0 to 45 decibels.

PRICE: $12.50

For complete details, address the General Radio Company, Cambridge, Massachusetts.

GENERAL RADIO CO.

INSTRUMENTS OF PRECISION AND DEPENDABILITY

CAMBRIDGE A, MASSACHUSETTS

ACTIONS OF THE

FEDERAL RADIO COMMISSION

JANUARY 15 TO JANUARY 31 INCLUSIVE

Applications . . .

JANUARY 17

WRAK, Williamsport, Pa.—Voluntary assignment of license to WRAK, Inc.

WHBC, Canton, O.—Modification of CP granted 2-12-32 to extend dates of commencement and completion.

WCAU, Philadelphia—Modification of license to change name to WCAU Broadcasting Co. on license for main transmitter—name changed by state; also for auxiliary transmitter.

WJBO, Baton Rouge, La.—Modification of CP granted 12-22-32 for approval of exact transmitter location at Heidelberg Hotel and extension of commencement and completion dates.

WDGY, Minneapolis—CP to move transmitter to different floor same building.

WMBD, Peoria Heights, Ill.—Modification of license to change hours from shares with WTAD to unlimited hours (facilities WTAD, Quincy, Ill.); amended to decrease D power, change power from 500 w. night, 1 kw. to LS to 500 w. day and night.

KREG, Santa Ana, Cal.—Voluntary assignment of CP granted 11-9-32 to The Voice of the Orange Empire, Inc., Ltd.

NEW, Buffalo, N. Y.—WBEN, Inc., for CP for new visual broadcasting station—43000-46000, 48500-50300, 60000-80000 kc. 20 w.

W3XAU, Newtown Square, Pa.—Changing corporate name to WCAU Broadcasting Co.; modification of license for a relay broadcasting station.

JANUARY 19

NEW, Danbury, Conn.—Donald E. Bean and Wendell S. Clark for CP to use 1310 kc., 100 w. unlimited time.

WKAR, East Lansing, Mich.—Modification of license for change in specified hours.

WRUF, Gainesville, Fla.—Modification of license to change power and hours from 5 kw., limited time to 5 kw. until sunset at Denver, 1 kw. after sunset at Denver, unlimited time.

KSO, Des Moines—Determine operating power by direct measurement of antenna power.

WCFL, Chicago—Modification of CP granted 5-27-32 to extend date of completion to 9-1-33.

NEW, Lincoln, Neb.—Dietrich Dirks for CP to use 1210 kc., 100 w. night, 250 w. to LS, unlimited time; requests facilities of KFOR, Lincoln, Neb.

NEW, Monterey, Cal.—W. L. Gleeson for CP to use 1120 kc., 500 w. night, 1 kw. to LS, unlimited time; requests facilities of KFSG and KRKD, Los Angeles.

JANUARY 21

WLWL, New York, N. Y.—Modification of license to change frequency from 1100 kc. to 810 kc. and change in specified hours, some hours requested experimentally; amended to request unlimited time.

WJBK, Detroit—Modification of license to increase nighttime power; requests change of power from 50 w. to 100 w. night, 50 w. to LS.

Application returned: KGFX, Pierre, S. D.—CP to change equipment to change modulation system.

JANUARY 24

WMAL, Washington, D. C.—Consent to voluntary assignment of license and CP issued 10-21-32 for new auxiliary transmitter to NBC.

WQAO-WPAP, New York—Consent to voluntary assignment of license to Marcus Loew Booking Agency.

WRNY, New York—Consent to voluntary assignment of license to Marcus Loew Booking Agency.

KGHI, Little Rock, Ark.—Consent to voluntary assignment of license to Loyd Judd Co.

KREG, Santa Ana, Cal.—License to cover CP issued 11-9-32 for change in equipment.

KGHF, Pueblo, Col.—Consent to voluntary assignment of license to Curtis P. Ritchie and Geo. J. Ikelman.

JANUARY 27

WHDH, Boston, Mass.—Modification of license to change hours from D to unlimited.

WAGM, Presque Isle, Me.—Modification of license for change in Specified Hours.

WSAI, Cincinnati, O.—CP for changes in equipment and increase power from 500 w. 1 kw. LS to 500 w., 2½ kw. LS.

KGKB, Tyler, Tex.—License on CP for changes in equipment.

WROL, Knoxville, Tenn.—License on CP for changes location of transmitter and in equipment.

WCAZ, Carthage, Ill.—Modification of license to include Sunday operation—10 a.m. to 3:30 p.m.

WHO-WOC, Ia.—Modification of CP to extend completion date to 5-15-33.

Applications returned: NEW, C. E. Wilkinson, Mason City, Ia.—CP for new station on 1500 kc., 100 w. Specified Hours (insufficient information on proposed transmitter location). KFXJ, Grand Junction, Col.—Modification of license to change hours from specified hours to unlimited, facilities KGEW, Ft. Morgan, Col.

Applications for renewal of license returned because not in proper form: WSAZ, Huntington, W. Va.; WGBI, Scranton, Pa.; WOBU, Charleston, W. Va.; WTAG, Worcester, Mass., and WNOX, Knoxville, Tennesse.

JANUARY 31

WRC, Washington, D. C.—License to cover CP for change in auxiliary transmitter granted 11-9-32.

WINS, New York—Modification of license to increase power from 500 w. to 1 kw.

NEW, Logan, O.—J. R. Vancuren for CP for 1310 kc. 4 w. D.

WMAZ, Macon, Ga.—CP to make changes in equipment.

WDGY, Minneapolis,—CP for new transmitter and changes in equipment.

KGCU, Mandan, N. D.—CP to make changes in equipment and increase operating power from 250 to 500 w.

KFOR, Lincoln, Neb.—Modification of CP granted 8-30-32 to extend date of commencement and completion to 2-29-33 and 5-29-33 respectively.

KOA, Denver—CP to make changes in present transmitter.

KRSC, Seattle—Special authorization to change hours of operation from D to unlimited, experimentally.

KFXJ, Grand Junction, Col.—Modification of license to change hours from specified hours to unlimited (facilities KGEW, Fort Morgan, Col.); resubmitted without change. Requests be considered under (6(d) for facilities KGEW and 6(g) for facilities in excess of KGEW.

KJR, Seattle, Wash.—Voluntary assignment of license to Fishers Blend Station, Inc.

Decisions . . .

JANUARY 17

WROL, Knoxville, Tenn.—Granted modification of CP extending completion date to Feb. 1.

KXL, Portland, Ore.—Granted license, 1420 kc., 100 w., emergency purposes only; also granted modification of license to use transmitter as main instead of auxiliary transmitter.

WHDH, Boston—Granted authority to determine operating power of station by direct antenna measurement.

KFJM, Grand Forks, N. D.—Granted extension of Rule 145 to Feb. 28.

WHDF, Calumet, Mich.—Granted authority to discontinue operation from Feb. 1 to May 1.

WGN-WLIB, Chicago—Granted renewal of license for the regular period for auxiliary transmitter.

KIEV, Los Angeles—Equipment test period extended for period of ten days from Feb. 14.

JANUARY 20

KPQ, Wenatchee, Wash.—Granted license covering changes in equipment and increase in power from 50 to 100 w., 1500 kc., unlimited time.

KWWG, Brownsville, Tex., and WTAQ, Eau Claire, Wis.—Granted authority to install automatic frequency control.

WFAN, Philadelphia—Granted consent to voluntary assignment of license to Pennsylvania Broadcasting Co.

WFBE, Cincinnati—Granted consent to voluntary assignment of license to Radio Station WFBE, Inc. (Geo. M. Schott, president).

WOBU, Charleston, W. Va., and WSAZ, Huntington, W. Va.—Granted request to continue hearing 30 days from Jan. 23, in re application for modification of license of WIBW.

City of Shreveport, La.—Granted request to take depositions in re application for renewal of license of KWKH.

W8XF, Pontiac, Mich.—Granted modification of experimental visual CP extending completion date to July 25.

W8XL, Cuyahoga Heights Village, O.—Granted modification of experimental visual CP, extending completion date to Aug. 25.

W8XF, Pontiac, Mich.—Granted modification of experimental visual CP extending completion date to Aug. 25.

NEW, RCA Victor Co., Portable and mobile, initial location near Camden, N. J.—Granted experimental visual broadcasting license to use transmitter licensed to visual broadcasting, station W3XAD; frequencies, 43000-46000, 48500--50300, 60000-80000 kc.; 50 w.

WOWO, Ft. Wayne, Ind.—Granted special authority to operate simultaneously during D with WWVA, until Aug. 1, pending Commission's action on application for renewal and modification of license.

WWVA, Wheeling, W. Va.—Granted as above, except to operate simultaneously with WOWO.

KSOO, Sioux Falls, S. Dak.—Granted special authority to continue operating daily to 6:30 p.m., CST, and Sunday nights beginning at 9:30 CST, with reduction of power to 1 kw.; authority granted to Aug. 1, pending Commission's action on renewal of license.

Granted temporary licenses subject to such action as the Commission may take on pending applications for renewal : WHAS, Louisville, Ky.; WORK, York, Pa.; WOWO, Ft. Wayne, Ind.; WRAX, Philadelphia; WRUF, Gainesville, Fla.; WWL, New Orleans; WWVA, Wheeling, W. Va.; KSOO, Sioux Falls, S. D.; KWKH, Shreveport, La.; and KYW-KFKX, Chicago.

KFAB, Lincoln, Neb.—Granted temporary renewal of license subject to satisfactory reduction of fourth harmonic.

Applications dismissed: WRNY, New York—Modification of license 1010 kc. 250 w.; NEW, Cent. Broadcasting Co., Davenport, Ia.—CP 600 kc. 250 w. 500 w. LS, unlimited time; NEW, Radio Station WBHS, Inc., Huntsville, Ala.—CP 1200 kc. 100 w., shares with WFBC, uses 6/7 time.

Set for hearing: WHFC, Cicero, Ill.—CP to install new transmitter, change frequency from 1420 to 1310 kc.; WCLS, Joliet, Ill.—CP to make changes in equipment and to change frequency from 1310 to 1420 kc.; WEHS and WKBI, Cicero, Ill.—Modification of license to change frequency from 1420 to 1310 kc.; NEW, Copper Electric Co., Inc., Lowell, Ariz.—CP to use 1200 kc., 100 w., D; WBMS, Hackensack, N. J.—Consent to involuntary assignment of license to New Jersey Broadcasting Corp.

WHOM, Hackensack, N. J.—Denied request to temporarily use time heretofore used by WBMS.

KELW, Burbank, Cal. (Ex. Rep. 413)—Granted renewal of license to operate on 780 kc. 500 w., 1/3 time, and denied modification of license requesting authority to operate unlimited time, reversing Chief Examiner Yost. (Commissioner Sykes not participating; Commissioner Starbuck dissented.)

KTM, Los Angeles—Granted renewal of license to operate on 780 kc. 1 kw. D, 500 w. night, using 2/3 time, sharing with KELW; denied modification of license to operate unlimited time, reversing Chief Examiner Yost. (Commissioner Sykes not participating.)

NEW, Allen Wright Marshall, Sr., Allen Wright Marshall, Jr. and Guy Aaron Malcolm, La Grange, Ga. (Ex. Rep. 452)—Granted CP to operate on 1500 kc. 100 w., specified hours, reversing Chief Examiner Yost. (Commissioner Starbuck dissenting.)

WRDW, Augusta, Ga.—Granted renewal of license to operate on 1500 kc. 100 w., unlimited time, sustaining Examiner Yost.

JANUARY 24

WEAO, Columbus, O.—Granted modification of license to increase power from 750 w. to 1 kw.

KFNF, Shenandoah, Ia.—Granted continuation of special authority to use time assigned to but not used by KUSD and WILL from Feb. 1 to March 1.

WNAD, Norman, Okla.—Granted special authority to operate from 8:30 to 10:30 p.m., CST, Feb. 24.

KFMX, Northfield, Minn.—Granted authority to remain silent for period of 30 days, provided no changes are made in equipment which would require a CP.

WJBY, Gadsden, Ala.—Granted authority to remain silent until Jan. 30, and station cannot resume operation except with transmitter located as specified in license and approved monitor installed.

NEW, Attorney for Herman Radner, Lansing, Mich.—Granted authority to take depositions in re his application for a CP, hearing on which is set for Feb. 10.

NEW, International Broadcasting Corp., Shreveport, La.—Granted authority to take depositions in re application for CP, hearing on which is set for Feb. 24.

W3XAU, Newtown Square, Pa.—Granted modification of license to change corporate name to WCAU Broadcasting Co.

WJZ, New York—Granted special experimental authority to increase power from 30 kw. to 50 kw., from Feb. 1 to Aug. 1.

KXA, Seattle, Wash.—Granted special experimental authority to operate simultaneously with WJZ from LS to 10 p.m., PST, using 250 w. from Feb. 1 to Aug. 1.

Set for hearing: WMAL, Washington, D. C.—Application for voluntary assignment of CP and license to NBC set for hearing Feb. 15; WJSV, Alexandria, Va.—Application for license to operate on 1460 kc. 10 kw. set for hearing Feb. 16 before the whole Commission; WCGU, Brooklyn, N. Y.—Modification of license to change hours of operation from sharing with WFOX, WLTH and WBBC to sharing with WBBC only.

WBAL, Baltimore, Md.—Granted authority to operate a portable 250 w. transmitter in metropolitan area of

(*Continued on page 33*)

Washington Visitors*

Newton D. Baker and Joseph C. Hostetler, Cleveland
Joseph A. Chambers, WLW-WSAI, Cincinnati
William Burke Miller, NBC, New York
Herbert C. Glover, CBS, New York
Don Searle, Omaha, Neb.
Gardner Cowles, Jr., KSO, Des Moines
Stanley F. Northcutt and Ralph H. Carpenter, WBCM, Bay City, Mich.
A. V. Tidmore, WJEJ, Hagerstown, Md.
Jas. A. Stenger, Jr., WBAX, Wilkes Barre, Pa.
Frank Megargee, WGBI, Scranton, Pa.
Jack Light and J. L. Grether, WTAR, Norfolk, Va.
Father Charles T. Cochran, WEW, St. Louis
William C. Ballard, WESG, Elmira, N. Y.
S. C. Vinsonhaler, KLRA, Little Rock, Ark.
Walter C. Bridges, WEBC, Duluth-Superior
W. C. Roux, NBC, New York

**A register of visitors at the offices of the Federal Radio Commission, the National Association of Broadcasters and* BROADCASTING, *Jan. 15 to Jan. 30.*

Communications, Power Commission Urged Under Roosevelt Sponsorship

Hearings and Favorable Action Seen at Extra Session; Rayburn's Measure Similar to Couzens' Bill

ABOLITION of the Radio Commission and absorption of its functions by a Federal commission which would control all communications, and probably power lines, is favored by the incoming Roosevelt administration and may be rushed through the forthcoming special session of Congress, according to Democratic leaders.

Immediately following the announcement by the President-elect at Warm Springs on Jan. 26, that he was considering such a unification plan as a part of his general program of government reorganization, Rep. Rayburn, (D.) of Tex., introduced a bill for the creation of such a commission to control all radio, telegraph, telephone and other methods of communication. This Commission would have five members, to be selected by the new chief executive, since both the Radio and Power Commissions would be dissolved.

Under Economy Head

AFTER introducing the measure, Rep. Rayburn withdrew it for rewriting. It therefore does not have a number. Mr. Rayburn explained to BROADCASTING that he had discussed this matter with the President-elect last December and that he was committed to introduction of the bill. He declared that hearings would be held early in the special session, after which the measure would be redrafted. Then, he indicated, every effort would be made to have it enacted as a general economy measure in Federal regulation.

In its present form, the measure simply carries the enabling acts of the two commissions and provides also that the authority of the Interstate Commerce Commission over telephone, telegraph and cables be transferred to the new agency. In that sense the bill follows the Couzens Bill (S. 6) introduced three years ago in the Senate, and on which comprehensive hearings were held. During this session, however, the bill was pigeonholed.

Mr. Rayburn was not prepared to state whether the present zone system in radio would be abolished or whether the terms of the Radio Act of 1927 would be amended. He said all these questions, and related issues having to do with the regulation of other modes of communication and power, would be thoroughly investigated at the forthcoming hearings.

Committee Not Selected

WHETHER the measure will be referred to the House Committee on Interstate and Foreign Commerce, of which Mr. Rayburn is chairman, or to the House Committee on Merchant Marine, Radio and Fisheries, has not been determined, and must be decided by the parliamentarian of the House. The former committee has control of power, telephones and telegraph, and the latter of radio. It was anticipated that the hearings would be scheduled late next April or early in May.

President-elect Roosevelt's announcement at Warm Springs was made after discussions with Swagar Sherley, former chairman of the House Appropriations Committee, and a confidant of the President-elect on administrative reorganization. Mr. Sherley, a practicing attorney in Washington, has handled many cases before the Radio Commission and is a recognized authority on radio law. Walker D. Hines, former director general of railoads, mentioned prominently for the post of director of the budget, which post Mr. Sherley is understood to have declined, also conferred with Mr. Roosevelt on the same matter.

Personnel Undecided

AT WARM SPRINGS it was said that the President-elect had not yet decided whether he favored making the new communications organization a separate commission or a one-man agency under the jurisdiction of the head of some department. There also was thought of making the head a cabinet officer. Aside from the general regulatory functions of the communications and power agencies, the plan is understood to embrace authority over rates. The agency, under the plan, would have three functions: executive, judicial, and a measure of legislative authority. Should that be the case, it is more likely that the organization would be set up as an independent commission, rather than under one of the existing departments.

Commission Actions

(Continued from page 32)

Baltimore for purpose of determining a new site for transmitter.

Examiners' Reports . . .

KYW, Chicago, and other stations involved in Ex Rep. No. 426—Oral argument in "1020 kc. case" heretofore scheduled for Feb. 1 to be held on March 1 instead, because of petition of all stations involved.

WCGU, Brooklyn—Chief Examiner Yost recommended (Report 445; Docket 1831) that application for renewal of license on 1400 kc. with 500 w., sharing time with WFOX, WBBC and WLTH, be granted.

WKRC, Cincinnati—Chief Examiner Yost recommended (Report 446; Docket 1530) that renewal of license be granted unconditionally and that applicant be authorized to install directional antenna provided it shall radiate signals in the direction of St. Louis and Buffalo, N. Y.

NEW, W. H. Allen & Co., Alexandria, La. and KWEA, Shreveport—Examiner Hyde recommended (Report 447; Dockets 1274, 1295 and 1472) that application for new station at Alexandria on 1210 kc., 100 w., D, be denied and that applications of KWEA, for renewal of license and for CP to move to Baton Rouge be denied.

WLAP, Louisville, and WFIW, Hopkinsville, Ky.—Chief Examiner Yost recommended ((Report 448; Dockets 1725, 1767 and 1814) that application for new CP to operate on 940 kc., 1 kw., unlimited time be denied and that applications of WFIW for renewal of license and for CP to move to Louisville be granted.

KFTI, Twin Falls, Idaho, and KGKX, Sandpoint, Idaho—Examiner Pratt recommended (Report 449; Dockets 1795 and 1823) that application of KFTI for modification of license to increase D power from 500 w. to 1 kw. be granted and that KGKX's application for renewal of license be denied.

TEN BEST SONGS

Poll of Radio Artists Selects Decade's Popular Works

THE TEN greatest popular songs of the last decade have been selected by vote of 370 radio artists, musicians and music-writers in a poll conducted by Martin Porter, the "Aircaster" of the NEW YORK EVENING JOURNAL. Covering the life of broadcasting in the entertainment field, the favorite selections, together with their composers and years of publication, were announced as follows:

"Ol' Man River"—Jerome Kern, 1927.

"Man I Love"—George Gershwin, 1928.

"My Blue Heaven"—Walter Donaldson, 1927.

"Goodnight Sweetheart"—Noble Ray, 1931.

"When Day Is Done"—Katscher, 1924.

"Stardust"—Hoagy Carmichael, 1929.

"I'll See You in My Dreams"—Isham Jones, 1924.

"Tea for Two"—Vincent Youmans, 1924.

"Lover, Come Back to Me"—Sigmund Romberg, 1928.

"Russian Lullaby"—Irving Berlin, 1927.

Other numbers that were runners-up are: "What Is This Thing Called Love?", "Chloe", "My Heart Stood Still", "Who?", "All Alone", "Crazy Rhythm" and "Me and My Shadow".

Contest Opens Markets

NEW SALES territory was entered by J. A. Folger & Co., San Francisco, (Folger's Coffee) by means of a word-building contest conducted on its Judy and Jane program over NBC Mondays through Fridays, 2 p.m., CST. Some 12,500 replies were received in the contest, started after the Folger Company branched into midwestern and southern markets with headquarters at Kansas City. Two thousand of the letters contained money to pay for a can of coffee, the writer explaining that Folger's brand was not available in his vicinity. As a result the sponsor was able to establish new distributing points.

WINS Broadcasts Hints On Improving Reception

A SERVICE of aid to listeners with the aim of improving reception has been inaugurated by WINS, New York. It is non-technical and non-commercial and consists of 40 to 50 word announcements read over the air several times each day. Topics discussed are: (1) the need for replacing defective tubes; (2) repair of aerials before snowfalls wreck them; and (3) improvement of indoor aerials.

"BROADCASTLE" is the name chosen from thousands suggested by radio fans for Ray Perkins' newly completed country home in Scarsdale, N. Y. Other suggested names were "Ohm-Sweet-Ohm," "Nutshell," "Jestaire," "Home-instead" and "Perkinsease."

Industrial Market Data Accumulated

Commerce Department Gives Study of Uncharted Field

A VALUABLE guide to manufacturers in locating markets accurately and economically is "Manufacturing Market Statistics", prepared by the Domestic Regional Division of the Bureau of Foreign and Domestic Commerce, Department of Commerce, with the cooperation of the Bureau of the Census. Copies (1070 pages, paper bound) are obtainable at $1 each from the Superintendent of Documents, Washington, D. C.

One of the features of the study is a plant-location section showing for the first time on the basis of the 1929 census of manufacturers the location by state and county of more than 200,000 manufacturing plants, representing a market of $36,000,000 worth of material. These are classed in 326 primary industry groups.

This work was undertaken at the request of a number of industrial groups and on account of the lack of previous research in the industrial marketing field. It was supervised by a national committee of executives in the advertising and manufacturing fields.

"Manufacturing Market Statistics" presents in compact, readily usable form the census of manufactures data for all industries showing such market indicators as number of plants, workers, wages and salaries, horsepower of equipment, material cost and value of output, by states, cities of 10,000 population and over, and major industrial areas.

Added to this are state totals of plants, workers, wages, materials and products for each of the 326 leading industrial groups, together with the geographical distribution on a county basis of the plants in each industry.

A number of maps illustrative of methods of studying the industrial market are offered to assist the marketing and advertising executive in applying the material to his own particular needs.

Familiar Whistle Used In Bakery Co. Program

A MERCHANDISING trade mark is being used on the air successfully by the Dotty Lee Bakeries Co., Chicago, in a series of daily quarter-hour programs over WAAF, Chicago.

The trade mark is a peculiar whistling sound used by driver-salesmen in house-to-house sales of bakery goods. The programs are opened and closed with the whistle and brief announcements explaining to housewives that the whistle heard in the neighborhood signifies that one of the company's trucks is nearby.

"Heinie, the Baker", dialect comedian, and "Dotty Lee", in brief talks on specials offered each day by the sponsor, make up the programs. The series is scheduled for 26 weeks, and account is handled by Thomas M. Beyers, Chicago.

The Other Fellow's Viewpoint...

Educator Protests

To the Editor of BROADCASTING:

Your January 15th issue has just been received. I note that you are adding fuel to the flames in an attempt to create still further animosities between the commercial broadcasters on the one side and the educational interests on the other in the article which appears on Page 14 of that issue.

So far as an educational station selling time is concerned, do you realize that there is a difference between taking a limited amount of high-grade advertising to help pay expenses, and devoting the entire broadcasting day to one continual round of sales talk interspersed with cheap music and vaudeville whose sole purpose is that of holding the attention of the audience? I am sure you would not condemn the Institute of Radio Engineers for accepting a small amount of advertising to help pay the cost of publishing its Proceedings, nor would you condemn the London PHILOSOPHICAL MAGAZINE for its 3 or 4 pages of book advertisements which likewise help to pay the printer.

Seemingly, you are not aware that many large enterprises, including thousands of banks over the country, have been compelled to cease operations altogether, and that colleges and universities are having a hard struggle to pay their salaries and to maintain their ordinary activities. When faculty salaries are being drastically cut and the size of the teaching staff is also being reduced, why should you censor a college for leasing a part of its broadcasting facilities in order to obtain additional revenue during a time of serious depression?

So far as the amount of time devoted to educational programs by commercial stations as compared with those in institutions of higher learning is concerned, I would be glad to make a careful study of that situation and furnish you the actual facts, provided you pay me sufficiently for an article on the subject to cover the cost of postage and clerical assistance. We will first ask the U. S. Commissioner of Education to define "educational broadcasting." Next, I will permit you to choose from the best commercial stations in the country one for each of the educational stations which do not sell time, a total of 26 in each class. The program offerings for a given month will then be analyzed and classified on the basis of the definitions prescribed by the Commissioner of Education. Such a study, I think, would go a long ways toward answering your criticism regarding the relative amount of educational material provided by each group. For example, our present listing is as follows: Commercial programs, none; sustaining programs, educational, 36 per cent; entertainment, 24 per cent; religious, 30 per cent; agricultural, 4 per cent; and civic, 6 per cent.

But after all, why continue this controversy at a time when all broadcasters are faced with common problems which need their united efforts in the solution? In a country where religious denominations of all kinds are permitted to serve their followers without interference from the government, where schools and colleges, state supported as well as under private direction, are working in harmony side by side, where the greatest freedom has been given to commercial organizations to work out their own problems, where the mails carry magazines of every description from the vilest wild-west story to the most high-class scientific and religious journals, why should not broadcasters "bury the hatchet," recognize the fact that there is a field for the religious and purely educational stations as well as for the commercials, and cooperate in the general interests of all concerned?

J. C. JENSON,
Director, WCAJ,
Nebraska Wesleyan University,
Jan. 20, 1933. Lincoln, Neb.

EDITOR'S NOTE—To Mr. Jensen, once mentioned as Republican candidate for the fourth zone radio commissionership, we reiterate: Our purpose in compiling the list of educational and religious radio stations that sell or lease time for commercial purposes was simply to refute the sanctimonious attitude of certain educators toward commercial broadcasting—to show that a large proportion of so-called educational stations have the same basis of operation as privately operated stations—and to prove therefore that the bitter campaign against the American Plan of Radio by those professing to represent all education is founded on shifting sands. As for the survey he proposes, that is entirely unnecessary; the Radio Commission's report on the Dill-Couzens resolution last spring shows conclusively that privately owned stations provide as great if not a greater proportion of educational matter, largely in cooperation with well satisfied colleges and universities, as educationally owned stations. More than that, they insure audience!

Where's the Fire?

TO ANSWER the automatic question that arises in everyone's mind when he hears the siren of speeding fire trucks, WLBF, Kansas City, Kan., has inaugurated a policy of reporting the location of every fire within a few seconds after the alarm is received. The idea occurred to Herb Hollister, manager of WLBF, and was indorsed by Olander Lynd, Kansas City fire chief. A private telephone line was forthwith installed to link the fire headquarters and WLBF studios.

Educator Comments

To the Editor of BROADCASTING:

I was very much interested in reading last evening the unsigned article on page 14 of BROADCASTING, entitled "Education, Church Stations Decline" and the editorial on page 16, "The Fittest Survive", partly because I was glad to get the information contained in them and partly also because I thought you would be genuinely interested in knowing that there is one educational station which is not only not declining but is making tremendous use of its facilities. Of course, I am speaking of Station WJTL, the Radio Division of Oglethorpe University.

The thing that I think will especially interest you in this matter is that this station is operating in an entirely different manner and on an entirely different basis from any of which I know in the United States. We do not simply present a number of short, attractive educational features such as many stations do, usually lasting 15 or 20 minutes each but we are broadcasting our regular college courses directly from the lecture rooms of our professors and by combining these lectures with correspondence courses we are offering regular college credit, leading to standard college degrees.

We have made some interesting discoveries in this new field of educational adventure, one of them, for example, being that the Atlanta public takes with real eagerness the broadcasting of the languages and of religious and sociological lectures. We have found that hundreds listen in to our classes in Spanish and French and German and to such lectures as the History and Interpretation of the Bible, Sociology, History and Appreciation of Music and many others. In fact we think that perhaps one of the greatest services being rendered or that has ever been rendered to the city of Atlanta is being performed as a perfectly free gift to the city by Station WJTL. Our young Abraham Lincolns of Georgia have only to purchase a receiving set in order to get a college education free if they have the will to learn.

I am writing you this in detail because it seems to me that with your accustomed fair-mindedness you would be willing to publish it or its contents in BROADCASTING where it may be of general service to the broadcasting fraternity.

THORNWELL JACOBS, *President*,
Oglethorpe University,
Jan. 17, 1933. Atlanta, Ga.

Canadian Plans

To the Editor of BROADCASTING:

With reference to your letter of Jan. 3, I may say that our broadcasting plans are more or less in the embryonic stage. Our first effort was the Empire Christmas broadcast embracing all the countries of the British Empire in which we took charge of the Canadian end and was, without exaggeration, a stupendous success. We also sponsored a programme on Christmas Eve for French Canada, and gave, during Christmas week, several interesting programmes by short wave from Daventry station, which is under the auspices of the British Broadcasting Corporation. We are now working on plans for a series of Canadian broadcasts by Canadian orchestras and soloists.

The Canadian Commission is privileged to employ the services of a very noted expert in the person of Mr. E. A. Weir, who, until lately, has been in charge of transcontinental broadcasts for the Canadian National Railways.

In a few months' time we hope to be broadcasting under our own auspices on a very considerable scale.

HECTOR CHARLESWORTH, *Chairman*,
Canadian Radio Broadcasting
Commission, Ottawa.

PROFESSIONAL DIRECTORY

JANSKY and BAILEY
Consulting Radio Engineers
Commercial Coverage Surveys
Allocation Engineering
Station and Studio Installations
Engineering Management
National Press Bldg. Wash., D. C.

T. A. M. CRAVEN
Consulting Radio Engineer
Allocation Engineering
Commercial Coverage Surveys
Antenna Installations
Complete Engineering Surveys
National Press Building,
Washington, D. C.

GLENN D. GILLETT
Consulting Radio Engineer
Synchronization Equipment Design. Field Strength and Station Location Surveys
Antenna Design Wire Line Problems
National Press Bldg. Washington, D. C.
N. Y. Office: Englewood, N. J.

PHOTOSTATS
Night and Holiday Service
Nominal Charges
E. P. SECKER, Inc.
1018 National Press Bldg.
8:30 A. M.—8:30 P. M. Tele. NA. 1959
WASHINGTON, D. C.

RADIO RESEARCH CO., Inc.
Broadcast Station Engineering
Instrument Design and Manufacture
1204 Irving Street, N. E.
Washington, D. C.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.

Forms close 28th and 13th of month preceding issue.

Orchestra Available

Staff Orchestra Available—Eight versatile men capable of forming combinations from rhythm band to string quartet, trio, soloists, etc. Two excellent voices. Best of references. Members A. F. of M. Myron Johnson, 1309 E. Armour, Kansas City, Mo.

Situations Wanted

Young man, thoroughly experienced as announcer, continuity writer, operator, and studio director, desires connection where he may advance by good work. Best references. Address Box 75, BROADCASTING.

Help Wanted

Commercial manager with all around radio experience for work on new station in virgin territory. Write in detail to Box 71, BROADCASTING.

Salesmen (three) experienced in radio work for position on new station. Write in detail to Box 72, BROADCASTING.

Wanted to Buy

Quotations desired on Western Electric 8-B or 8-C Amplifier in good condition, also two Western Electric 100-A low voltage Electrolytic Condensers. WIS, Columbia, South Carolina.

Have your sales increased?

59 out of a hundred Cincinnati Druggists said "Yes"

Recently an investigation was conducted for a popular headache remedy—advertised over WKRC—and sold through retail druggists in Cincinnati. 58.9% of these retailers had noticed an increase in sales. 53.5% said it was their leader.

For many years WKRC has been increasing sales and creating new industrial leaders. This is made possible because of the popularity of the station. Listeners tune in WKRC as it is the only local outlet for the Columbia Broadcasting System—operates on a full 19-hour schedule—occupies a preferred position on the dial (550 Kilocycles)—is equipped with the latest Western Electric Transmitter and turntables—uses 1000 watts power.

Increase your distribution. Stimulate your sales. Create dealer good will. Spot a program on WKRC. "Cash in" on the Station's popularity.

WKRC

CINCINNATI, OHIO ▪ 1000 Watts

New York and Chicago Sales Representatives:
RADIO SALES, INC.
485 Madison Ave., New York ▪ ▪ 410 Michigan Ave., Chicago, Ill.

THE COLUMBIA BROADCASTING SYSTEM

AN EVENING SCHEDULE OF MORE THAN 70% COLUMBIA PROGRAMS